

BAY REGION BUSINESS

Vol. 8

1951

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

New President, Directors, Take Office

Nineteen hundred fifty-one came to the San Francisco Chamber of Commerce this week in the form of new epoch-direction, as this year's staff of Officers and Directors took the positions to which they were elected last month.

Heading the group of prominent San Francisco businessmen who will influence the destinies for 1951 of the Chamber and possibly also of the city and region, is President Alan J. Lowrey, assistant to the president, Union Oil Company of California.

Working with Mr. Lowrey this year will be these new officers: W. P. Fuller, III, First Vice President; Ray W. Turnbull, Second Vice President; J. W. Mailliard, III, Third Vice Presi-

dent; Louis Sloss, Treasurer; Harold S. Dobbs, Assistant Treasurer. G. L. Fox and Marie A. Hogan were re-elected General Manager and Secretary, respectively.

Of the 1951 Board of Directors, excluding Officers, 11 out of 25 are new and 14 are incumbents re-elected.

To acquaint members with those who will be setting Chamber policy this year, today's BAY REGION BUSINESS is devoted to photographic-presentation of all 1951 Officers, Directors and Staff Executives.



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W. P. FULLER, III
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G. L. FOX
GENERAL MANAGER



MARIE A. HOGAN
SECRETARY

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New President's Message . . .

TO MEMBERS AND FRIENDS OF THE SAN FRANCISCO CHAMBER OF COMMERCE

You and I are slated to spend the next year together. Not personally, perhaps, but certainly in spirit and in unanimity of purpose—as members of one of the greatest civic bodies ever devised.

We have at our disposal, you and I, all of the diverse services of this body, the San Francisco Chamber of Commerce; we have, at our discretion, the formulation of pursuits, both individual and collective, that may well spell the difference between our country's growth or fall.

We, like all Americans today, have in the palms of our hands the very future of this land we love.

The turn has been made and the road is clear: it's American initiative and spirit against the insidious forces of Communism. It's our voices and those of all the world's freedom-loving peoples, against those that seek to undermine. It's our driving industry to do everything possible, in the period ahead, to help our city and our nation in the dire struggle that lies before us.

... It's the industrial might of America—as exemplified right here in San Francisco. We have it, most decidedly—this industrial might; we must strengthen it, not just in words, but in action... in industrial production... in stepped-up efficiency and speed... in shiploads of materiel pouring out through the Golden Gate and destined to bring the earliest possible end to world-wide strife.

The New Year will be fraught with problems—problems for family, for businessman, for community. For a time we may have confusion, locally and nationally—confusion inherent in a period of transition from what we hoped would be a high level of peacetime activity to what we now fear will be a long era of strife.

Although our economy has been geared to the high levels in history and San Francisco has attained

record business activity throughout the past year, our productive capacity must now be increased to provide for war needs—if anything like our present standard of living is to be preserved for post-war years.

We will certainly see a year of great business prosperity, but we must not lose sight of the biggest job before us—that of mobilizing all our forces for victory and peace throughout the world. The Chamber has already taken on many of these new problems—those of assisting both businessmen and the government in mobilizing our productive capacity for war purposes with a minimum of maladjustments; of becoming a clearing house for problems arising from these activities.

If we are to have efficient and economical war production, new plants must be established in the Bay Area because of location advantages and war trends on the Pacific Basin. Therefore, the Chamber will continue to work with manufacturers in solving their plant location problems, and in securing new basic industries as well as sub-contractors who are willing and able to supply what is needed.

There are these things, and many others, to be done this year—and to do them effectively we will need the help and cooperation of all of you. For this reason, I earnestly hope you will take an active interest in Chamber affairs. Not only is your help greatly needed, but by working with us, you will gain the only real insight possible into the operation and the principles of this organization; you will learn of its importance in the growth and development of our City and State in the American tradition of freedom and success for those deserving.

Join us in our work toward a year full of victory and achievement!

Alan J. Lowrey

President,

San Francisco Chamber of Commerce

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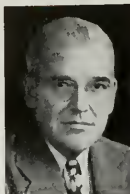
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WALTER J. BROWN, Editor

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Large Contracts For West Coast Yards

The San Francisco Chamber of Commerce last week strongly urged the West Coast yards in the new \$100,000,000 cargo ship building program recently approved by Congress. A telegram sent to Admiral E. L. Kane, administrator of the Federal Maritime Board in Washington, D. C., Chamber President Alan J. Lowrey said present and potential West Coast yard owners are "prepared to expedite construction" and asked "How may we be of help?"

Provisions of the telegram, which cited "extensive facilities and high production expected in shipbuilding on the Pacific Coast during World War II" as bases for reaction, were sent to Senators Nixon and Land and to Congressmen Shelley and Lowrey.

Reason for the Chamber's action, according to Lowrey, is "the feeling here that the time Board is far from a decision" to locate West Coast yards in the building program and that the Board may favor other yards.

But it is essential, for this country's defense, Lowrey pointed out, "to disperse yards as much as possible and not have them concentrated in one place."

(Continued on page 2, column 2)

Chamber To Sponsor Trial Program For Traffic Enforcement On Sutter Street

A concentrated program of traffic enforcement, forecasting a new era of faster, safer flow of vehicles in and out of downtown San Francisco, will soon be sponsored by the San Francisco Chamber of Commerce.

Cooperating with the Chamber in a special test period of traffic control in the metropolitan traffic district with Sutter Street as a "model transit thoroughfare," will be the Traffic Division of the San Francisco Police Department, under supervision of Director of Traffic Jack A. Eker; the Public

Utilities Commission and the Municipal Railway coordinated by Col. Marmion D. Mills; and the San Francisco office of the National Safety Council, managed by Ivor Larsen.

"San Francisco, a world metropolis, is plodding along like a small city in regard to traffic control," D. P. Street, Manager of the Chamber's Civic Development Department, said this week. It is not the fault of the Police Department, the Municipal Railway, or of any single group or persons," Street continued; "but it is time we all get together, secure public cooperation, and put into effect a program that will untie our traffic snarls and get people to town and back home, faster and safer."

Crux of the new program is three-fold: (1) Strict enforcement of all existing traffic rules, such as "no double parking," etc.; (2) Institution of new trolley coaches for the Nos. 1, 3 and 4 lines, and other system improvements; and (3) A serious educational drive to make citizens understand the value and cooperate with the goals of traffic enforcement.

Street said advance educational material will go out to the public next week and the actual program will start January 21.



STUDYING PLANS for the traffic enforcement drive are (above, left to right) Col. Marmion D. Mills and David D. Canning, both of Municipal Railway; D. P. Street, Manager of the Chamber's Civic Development Dept.; and Captain Jack Eker of the San Francisco Police Department.

CHAMBER SEEKS REVISION OF ANTI-TRUST LAWS

APPOINTMENT OF FEDERAL STUDY COMMITTEE URGED

America's anti-trust laws should be rewritten and clarified, according to a statement made just before the turn of the year by Paul A. Bissinger, 1950 Chamber president. To accomplish this, he said, the Chamber's Board of Directors has adopted a program to bring about creation of a federal commission, similar to the Hoover Commission, "to explore and study the anti-trust laws of the United States and their effect on the economy of the country and thereafter to report on and recommend to the people of the United States, the President and Congress, the revision of the laws... so as to perpetuate a free enterprise system of private enterprise under which America has become the greatest nation in the world."

The Chamber proposes that the commission should be authorized by joint resolution of Congress for appointment by the President. The organization declares that the commission should represent "every citizen of our citizenship"; be chosen on bipartisan lines; and be adequately funded by Congressional appropriation. The Chamber's Board acted on recommendation of its Manufacturers Committee, which claims that recent procedures of the Department of Justice and Federal Trade Commission are weakening the American system of private enterprise.

(Continued on Page 4, Column 1)

Outlook For 1951 As Seen By President Lowrey

Business prosperity will mark the year ahead, but it will also be fraught with many problems inherent in the transition from peace to a war economy, according to Chamber President Alan J. Lowrey.

Activity of the past year, he said, shows two outstanding facts that point to prosperity: (1) Our high level of employment has given the public tremendous purchasing power; and (2) There is still a great unsaturated demand for homes and automobiles and all of the other items that make up a vital part of the American economy.

"But," he continued, "we are now faced by one of the most dire periods in history. Already, the San Francisco Chamber of

Commerce is assisting businessmen and the government in mobilizing productive capacity for war purposes—with a minimum of maladjustments due to material shortages, new manpower demands, the need for housing for essential workers and members of the armed forces and all the other things that may be on the third or fourth line of defense but are still essential."

Lowrey said that operations of the Chamber have been geared for it to become a clearing house for problems arising from mobilization as well as maintenance of essential civilian activities.

(Continued on Page 2, Column 1)

National Livestock Assn. Meets In S. F. This Week

The men who keep American dinner tables supplied with meat—members of the American National Livestock Association—met in San Francisco for a three-day convention this week and were welcomed to the Bay City by Chamber President Alan J. Lowrey.

At the convention's opening ceremonies, Loren C. Bamert, the Association's president, told the group that for the past two years America's cattlemen have increased production by two million head a year and that production still is on the upswing.

"Each year brings livestock closer to the balance of supply and demand, although demand still is higher than supply," he said.

—Second Century of Progress—

Emporium Honors Mexico In Second "Salute" Series

A tri-color flag flies over Market Street this week as the Emporium salutes Mexico as the second nation in the prize-winning Parade of Nations' second series. The program is co-sponsored by the store and the San Francisco Chamber of Commerce.

Highlight of the Mexican salute is a window display from the private collection of Robert C. Palmer, 1061 Windsor Ave., Oakland.

At 2 p.m. today, color-sound films of Mexico will be shown in the Emporium's Auditorium. The finale of the week's program will be an all-professional show to be staged on the store's bandstand next Monday at 6 p.m. Mexico's Consul General, Edmundo Gonzalez, will be the honored guest.

Nations on Parade recently won the American Public Relations Association's highest award in the retail field.

President's Outlook For '51

(Continued from Page 1)

Speaking of the part local industry will play in the war effort, Lowrey said: "Already, the Bay Area's food plants and petroleum refineries are important suppliers to our armed forces. Negotiations are now under way for utilization of our diversified factory facilities for production of war material, particularly for the Navy and in the machinery field."

Commenting on local needs, Lowrey said that while many of San Francisco's problems have a peace-time aspect not apparently compatible with the current war situation, they still require solution—in the fields of transit facilities, traffic congestion, housing, port facility improvement, industrial development, and production and distribution of essential commodities.

"The year ahead," Lowrey said, "is not as black as it might be without the industrial might of America as exemplified by the potentialities right here in San Francisco. With everyone pulling and working together, we will one day be through with emergencies that temporarily divert our natural social and economic progress."

"But, in the year and years ahead, San Francisco will certainly become stronger—industrially and business-wise, individually and collectively—through the demands which are now forced upon us."

Printing Week To Be Celebrated In San Francisco

Fourteen thousand Bay Area printers will be honored during "Printing Week in San Francisco," January 14th to 20th, celebrating the 245th anniversary of Benjamin Franklin's birth.

The Week in San Francisco is an annual event sponsored by the San Francisco Junior Chamber of Commerce, the International Association of Printing House Craftsmen, the San Francisco Club of Printing House Craftsmen and the Employing Printers Association.

Paul A. Bissinger, former Chamber president, has been selected as the event's honorary chairman. Bissinger is known in

printing circles for his work in the field which he carries on as a hobby.

"In staging the 1951 'Printing Week in San Francisco,'" Harold G. Pond, sales manager for the Harry W. Brintnall Co. and general chairman of the Week, said, "we pay tribute to San Francisco's second largest industry and the nation's third in terms of number of establishments."

Advancement of printing as an art is the general theme of the observance. Schools, libraries, bookstores and printing establishments are cooperating in the sponsorship of displays and exhibits tracing the growth of one of the world's great civilizing forces, according to Pond.

Second Century Club Elects New Officers

Frederick B. Rice, of Loomis Armored Car Service, was elected 1951 president of the Chamber's Second Century Club at a luncheon meeting held Monday in the Sir Francis Drake Hotel.

Chosen as vice presidents of the organization which serves as a "public relations sounding board" for the Chamber, were Clifton W. Jacobs, Liberty Mutual Insurance Company and C. D. Helbig, H. S. Crocker Company.

M. R. Peters, Railway Express Agency, was chairman of the nominating committee at the meeting which was presided over by Lloyd E. Graybiel, retiring president of the club. Mr. Rice will take over as president at the organization's next meeting, scheduled for January 22.

Organized in April of last year, the Second Century Club is a group of fifty junior executives from many of San Francisco's largest firms. They meet bi-monthly and discuss means by which community betterment may be accomplished in various fields.

Goals of the Club are threefold: to serve as a continuing liaison between the Chamber and the city's business and civic groups; to promote the Chamber and explain its activities to the community; and to cooperate in the assimilation of new members into the Chamber.

Seek Local Ship Contracts

(Continued from Page 1)

all shipbuilding in one part of the country where it would be much more vulnerable to enemy attacks.

"Furthermore," he continued, "reactivation of West Coast yards now would get them back into operating condition for future war shipbuilding needs."

Machinery was also set into motion by the Chamber's Industrial Department for further investigation through California's congressional representatives of whether contracts for the cargo ships will be let on a competitive bid basis or be negotiated; and if the latter, how many will be allotted to West Coast yards.

G. L. Fox, Chamber General Manager, pointed out this week that the question of whether or not West Coast yards will be used in the program is the first "policy matter" to be settled by the Maritime Board. If that question is decided favorably, he said, the Chamber would then present the advantages of Bay Area yards for specific consideration.

Local Jaycee Produces National Radio Show

A salute to "National Jaycee Week," produced by the San Francisco Junior Chamber of Commerce and emanating from San Francisco, will be broadcast Monday, January 15, over the coast-to-coast facilities of the Liberty Broadcasting System from 1:00 to 1:30 p.m. It will be heard locally over station KYA.

Featured on the program will be Governors Earl Warren of California, Arthur Langlie of Washington and Douglas McKay of Oregon, who will personally appear to pay tribute to "Jaycee Week."

Additionally, A. J. Gock, President of the Los Angeles Chamber of Commerce, will tell why top businessmen encourage Jaycee participation. Mayor Elmer Robinson will extend San Francisco's greetings to the nation.

"Jaycee" notables who will appear include Dick Kemler, National President; Ev Ross, California State President; Philip Reames, National Director; Wishard Brown, National Director; Elmer Samson, San Francisco President; and Harold Dobbs, San Francisco past President.

Music will be provided by San Francisco's 50-piece Golden Gate Park Band with Cesar Curzi of the San Francisco Opera Company as tenor. Production of the program is under the supervision of Dick Trudeau, California Public Relations Chairman, who will also act as M.C.

—Second Century of Progress—

Banking Expert Speaks At World Trade Luncheon

"Favorable Business Outlook in Brazil" was the subject of discussion when the World Trade Association of the San Francisco Chamber of Commerce gathered for a luncheon meeting in the Garden Room of the Fairmont Hotel yesterday.

Henry W. Drath, assistant vice president, International Banking Dept., Bank of America, N. T. & S. A., spoke with authority on the subject of trade with Brazil, having just returned from a two months' business trip in that country.

Chamber President Alan J. Lowrey greeted the members at their first Association meeting of the year and spoke briefly on the importance of international trade during the present world crisis.

Fourth Annual

DISTRICT CHRISTMAS DECORATIONS CONTEST AWARDS DINNER

*Presentation of Gold Cup Awards to Winners and Inscribed Bronze
Plaques to all participating business districts.*

GUEST OF HONOR

REAR ADMIRAL A. G. COOK, Retired

Director, San Francisco Disaster Council and Corps



REAR ADMIRAL A. G. COOK (Ret.)

SPEAKING ON

"THE ATOMIC BOMB — AND YOU"

REAR ADMIRAL COOK, one of San Francisco's finest naval officers of the past, heads up this city's civil defense preparations after a lifetime of service here and abroad. Since 1942, when he left normal duties in gunnery, he has served successively as wartime destroyer squadron Commander in offensive operations in the Pacific; Captain of the Mare Island Navy Yard; President of the Naval Court of Inquiry (during the Port Chicago disaster); transport ship Commanding Officer; and Chief of Staff, 12th Naval District. He retired from the latter post and was appointed to his present civilian job in mid-1950.

COME WITNESS the lively presentation of handsome gold cups and bronze plaques to 21 districts of San Francisco that worked hard to make this city's Christmas season a colorful one! Enjoy a wonderful dinner! Hear an outstanding talk on the threat of modern warfare to San Francisco, and how we are combatting it. Listen to a special message from Mayor Elmer E. Robinson, delivered by his confidential secretary, Val King. This will be an evening you'll long remember!

**Tuesday, January 23, 1951—7 P. M. (Cocktails 6:30 P.M.)
Officers Club, S. F. Naval Shipyard**

Sponsored by:
RETAIL MERCHANTS ASSOCIATION,
SAN FRANCISCO CHAMBER OF COMMERCE

(Return coupon below or telephone EXbrook 2-4511, ext. 47)

San Francisco Chamber of Commerce
333 Pine Street, San Francisco, 4

Please reserve..... place(s) for me at \$4.00 each at
the Fourth Annual Districts Christmas Decorations Award Dinner,
Tuesday, January 23, 1951, in the Officers Club, San Francisco Naval
Shipyard, 7:00 p.m. Cocktails at 6:30 p.m.

CHECK..... Name.....
ENCLOSED..... Firm.....
\$..... Address.....

*Please
Make Your
Reservations
EARLY!*

★

(Limited to 200)
Price — \$4.00
(Cocktails included)

Rheem Plans \$1,000,000 Expansion In Richmond

In a move to accommodate war-production needs, the Rheem Manufacturing Company of Richmond has let a contract for a new 200,000 square-foot building in San Pablo, it was announced last week by Pere Woodcock, general manager of the Richmond Chamber of Commerce.

The Rheem Company is an important manufacturer of steel drums and household water and space heaters. During the last war the company made depth charges and steel drums for the military in its Richmond plant.

The current plant expansion will cost approximately \$1,000,000 and will mean the initial employment of 500 or more men.

According to G. M. Greenwood, the firm's vice president and treasurer, Rheem at present does not have any specific defense contracts. However, it is bidding, and Greenwood believes that in the months ahead his company will be asked to fill sizable defense orders.

The new structure's contract was awarded to Christensen and Lyons, Emeryville builders. The plant site is on a 52-acre tract, recently acquired by the Rheem Company, west of the Southern Pacific railroad tracks and the Niagara Chemical Division, Food Machinery and Chemical Corporation.

Seek Anti-Trust Revisions

(Continued from Page 1)

In its report to the Board, the Committee, of which W. P. Fuller III is chairman, said:

"Unless the problems of preserving the free enterprise system are given attention, consideration and study, and unless constructive legislation is enacted to permit its survival, there is grave and acute danger that legislation, court decrees and administrative rulings may ultimately result in nationalization of industry, a socialistic state in the United States and failure to protect the interests of the American people domestically and internationally.

"The Sherman and Clayton Acts were sound pieces of legislation when originally enacted and for the purposes for which they were created, but changes in economic conditions and interpretations by federal agencies and the courts have resulted in the use of the Sherman and Clayton Acts as an instrument to weaken or even destroy our system of private enterprise."

As examples of court decisions that have "handicapped our system," Fuller cited (1) Basing Point; (2) Functional Discount; (3) Meeting Competition; (4) Implied Conspiracy; (5) Conscious Parallelism."

To accomplish its objectives, Chamber representatives are currently consulting with members of Congress and representatives of many other civic organizations which have evinced interest in the program.

Colonel Tandy Carries Bear Flag Overseas



SAN FRANCISCO'S COL. F. S. TANDY, commanding the 32nd Engineer Construction Group, left here last week for post, unknown—officially labeled as "overseas duty"—and with him went the California Bear Flag shown above, presented by the Chamber. Col. Tandy is pictured to the left, and presenting the flag which will fly at the head of his group together with national and regimental colors, are Chamber President Alon J. Lawrey

(center) and G. L. Fox, Chamber General Manager.

Col. Tandy, former San Francisco District Engineer and native San Franciscan, is a member of the Chamber's Armed Forces Committee and for many years has worked with the group staffed by Jack Gilchrist in such projects as dredge hopper tugs of the Bay and inspections of Army and Navy installations.

Largest Japanese Merchant Vessel Comes To S. F.

The largest vessel in the Japanese Merchant Marine, the SAN PEDRO MARU, early last week inaugurated the return of the Mitsubishi Shipping Company, Ltd., into trade between the United States and Japan.

The event was heralded by a special luncheon tendered the officers of the ship by the States Marine Corporation, local agents of the shipping company.

"Loading of the SAN PEDRO MARU," Alvin C. Eichholz, Manager of the Chamber's World Trade Department, said, "with a cargo of 110,000 barrels of California crude oil at the Tidewater Associated plant at Avon, was the first full Japanese tanker load since the war and marks the resumption of important tanker traffic from the Bay Area."

The SAN PEDRO MARU was built at the East Japan Heavy Industry Company, Yokohama Ship Yard, and was delivered to the vessel's owners, the Mitsubishi Company, late last year.

Hitting The HIGH SPOTS

With Wolf Brown

Warming up for another top-notch gathering this yr. is the Program Comm. for the Third Annual No. Calif. Research Conference, which meets tomorrow to start drafting plans for the 1950 meet. A. B. Layton is Chairman. . . . Southern Pacific rolled up more ton-miles of revenue freight movement in 1950 than in any 12-mo. period since World War II except for 1948, Pres. Mercier announced recently. . . . One of the best records in the natl. transit industry was chalked up in 1950 by Muni's 566 motormen and operators, who won the Natl. Safety Council "Safe Driver" award for the yr. . . . Retailers' protection against the A-Bomb will be discussed this A.M. by Emmet Daly of the Civilian Disaster Relief Corps at a City Hall meet of the Chamber's Retail Merchants Assn. . . . CANCECO: Central & No. Calif. C. of C. Execs. meet Jan. 16 noon at the Fairmont Hotel; "Effective Cooperation between State and Local Chambers" is the discussion theme. . . . "March of Dimes" to combat infantile paralysis, will be held Jan. 15-31.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

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BAY AREA INDUSTRIAL EXPANSION FOR 1950 EXCEEDS \$100 MILLION

More than 500 firms demonstrated their confidence in the Bay Area's potential by investing over 104 million dollars in expansion programs last year, making 1950 the greatest year in point of capital investment in plants and equipment since 1947.

These facts were highlighted today in a year-end summary of industrial activity compiled by J. E. Slatky, Assistant Manager of the Chamber's Industrial Department, who attributed the startling growth to "increased recognition by industry of the tremendous market potential of the West."

In November, 1950, \$4,610,750 in capital was invested in 13 new plants and 31 expansions in the 12-county Bay Region. Northern California investment was \$7,630,750 for the 48-county area so designated.

In December, new plants and expansions in the Bay Region accounted for a total of \$12,380,326 investment. Nine new plants representing \$3,988,000 and 31 expansions representing \$8,392,326 comprised this total. Northern California total investment for December was \$13,215,326.

Here's how 1950 measured up to previous years back to 1945 in terms of comparative industrial development:

Year	Capital Invested	% greater or less than 1950
1945	\$118,580,268	+14.1
1946	116,038,090	+11.6
1947	127,565,903	+22.7
1948	88,528,000	-17.4
1949	66,312,170	-56.0
1950	104,117,877	

TOTAL \$621,142,308

1950 totals through December are:

San Francisco		
29 New plants	\$ 806,800	216 jobs
101 Expansions	10,765,600	714 jobs
130 Projects	\$ 11,572,400	930 jobs
Bay Region (12 counties)		
137 New plants	\$ 15,473,850	
372 Expansions	88,644,027	
509 Projects	\$104,117,877	

Northern California (48 counties)		
151 New plants	\$ 19,163,850	

408 Expansions 98,689,027

559 Projects \$117,852,877

These figures represent manufacturing industries only (as defined by the U. S. Census of Manufactures) and do not include the "many millions of dollars" invested in area development of distribution and service facilities, according to Slatky.

Some of the significant industrial developments in the Bay Region during 1950 are listed below. Of the 509 projects announced during the past year, these accounted for more than 50 per cent of the total capital outlay:

SAN FRANCISCO—Geo. A. Hormel Co., Schlage Lock Co., Sierra Candy Co., White Stag Manufacturing Co., San Francisco Brewing Corp.; SOUTH SAN FRANCISCO—W. E. Fuller & Co., Michel & Pfeiffer Iron Works, Inc., Swift & Co.; OAKLAND—American Can Co., Gabel Brewing Corp., Sunshine Biscuits, Inc., The Englander Co.; BERKELEY—Colgate-Palmolive-Pet. Co.; RICHMOND—Rheem Manufacturing Co., Standard Oil Company of California; PITTSBURGH—Columbia Steel Co., Dow Chemical Co.; DETROIT—U. S. Pipe and Foundry Co.; SANTA CLARA—Sutherland Paper Co., Pacific Electric Manufacturing Co.; MONTE VISTA—Permanente Cement Co.; STOCKTON—American Can Co.; MOUNTAIN VIEW—Ferry-Morse Seed Corp.

Sutter Traffic Program Begins Sunday

CITIZENS ASKED TO COOPERATE IN TRIAL ENFORCEMENT

San Franciscans will see a "new look" on Sutter Street, starting Sunday—and, if things go the way the Chamber's Traffic and Highway Committee expects, San Franciscans will start "getting to town and back, faster and safer."

Chamber's Query Answered

On West Coast Shipbuilding

While organizations "qualified in shipbuilding" may be permitted to bid for ship construction contracts under the Federal Government's 50-ship program, general reactivation and operation of reserve shipyards such as those located in the Bay Area probably will not be justified at present.

Such is the substance of a message received last week by Alan J. Lowrey, President of the San Francisco Chamber, from Admiral E. L. Cochrane, Administrator of the Federal Maritime Board.

The Chamber's President had sought recognition of Bay Area yards when the Maritime Board recently announced it would undertake immediate construction of 50 fast dry cargo vessels.

In behalf of shipbuilding contracts for the Bay Area, communications are being exchanged between the Chamber and Senators William F. Knowland and Richard M. Nixon and Representatives Franck R. Havener and John F. Shelley.

For Sutter Street is to be the proving ground, next week, in a concerted program of traffic enforcement which will seek to show what can be done throughout the entire downtown area with institution of certain new rules, strict enforcement of existing laws, and a little cooperation from the public. The plan to speed the flow of traffic is sponsored by the San Francisco Chamber of Commerce in cooperation with the Traffic Division of the Police Department, the Municipal Railway and Public Utilities Commission, and the San Francisco office of the National Safety Council.

The area-wide enforcement project which Sutter Street will spotlight will be directed against "four cardinal parking violations"—double parking, loading zone violations, bus

(Continued on Page 4, Column 1)

Christmas Awards Dinner

Tuesday At Naval Yard

Festivity and seriousness will walk hand-in-hand at the Chamber's Fourth Annual District Christmas Decorations Contest Awards Dinner to be held Tuesday, January 23, in the Officers' Club of the San Francisco Naval Shipyard.

Hundreds of San Franciscans expected at the event will see a lively presentation of awards to the districts that made the city's Christmas season a colorful one—and they will also hear of the grimness of war in a talk by the head of San Francisco's civilian defense organization.

Rear Admiral A. G. Cook, retired Chief of Staff, 12th Naval District, and now Director of the city's Disaster Council and Corps, will speak on "The Atomic Bomb and You." He will describe means being

(Continued on Page 4, Column 2)

Engineers In Town For Three-Day Annual Convention

The third annual convention and trade show of the California Society of Professional Engineers opened today at the Whitcomb Hotel with an estimated 3,000 engineers from this and other Western States in attendance.

Scheduled to last through Saturday, the event is highlighted by a display of engineering developments, new products and services, of nearly 50 manufacturing and distributing firms, according to John L. Trebilcock, president of the State society.

In addition, he said, one of the nation's foremost engineers—S. L. Stolte of Minneapolis—will address Saturday's convention session. Credited with designing the first reinforced concrete 20-story skyscraper, Stolte is an architectural engineer and is president of the National Society of Professional Engineers.

Trebilcock this week issued a "cordial invitation to all San Francisco Bay Area engineers and allied industrial people" to attend the convention and visit the displays.

SAN FRANCISCO TAX CALENDAR

CITY-ST

Compiled by the Research Department

CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Distributors motor vehicle fuel	File and pay tax for second preceding month.	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File report and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for preceding month.	State Bd. of Equalization
15	Producers and brokers	File return and pay tax for preceding month on transactions in petroleum products.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay taxes for preceding month.	State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	If paying on monthly basis, file return and pay tax on or before last day of following month.	State Bd. of Equalization
January See also "Each Month this Day"			
1	Employer	Unemployment insurance tax due fourth quarter 1950; delinquent after January 31, 1951.	State Dept. of Employment
2	Motor vehicle owners	License fee for calendar year payable at time of registration; delinquent February 5.	State Dept. of Motor Vehicles
15	Off-sales general licensees	File report for quarter ending December 31 and pay required additional license fee.	State Bd. of Equalization
20	City property owners	Second installment on Real Property Tax due and balance of Personal Property taxes on secured roll due.	City Tax Collector
1-31	Retailers and purchasers of tangible personal property subject to tax	File quarterly statement and pay Retail Sales and Use tax.	City Tax Collector
1-31	City owners of certain vessels	File annual statement.	City and County Assessor
February See also "Each Month this Day"			
5	Motor vehicle owners	Registration and license fees become delinquent.	State Dept. of Motor Vehicles
15	Employer	File Forms 591 and 592 and pay amount withheld on non-residents.	State Franchise Tax Board
15	Persons whose fiscal year ended June 30	Second installment of Personal Income Tax due.	State Franchise Tax Board
March See also "Each Month this Day"			
5	City property owners on leased land	Last day for owners of property on leased land to file for separate tax bill.	City and County Assessor

FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
15	Employer	Payment to authorized depository by employers who withheld more than \$100.00 during previous month.	Collector of Internal Revenue
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	Collector of Internal Revenue
15	Individuals	Individuals whose fiscal year begins the first of any month except January—file deductions and make first payment on 15th of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of 8th month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Collector of Internal Revenue
15	Corporations, Estates and Trusts	Corporations, estates and trusts whose fiscal year ends with end of any month other than December 31—Income and excess Profits tax returns are due 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month, except trusts which pay annually.	Collector of Internal Revenue
Last day of each month	Retailers, mfrs., amusements, cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax.	Collector of Internal Revenue
January See also "Each Month this Day"			
1	Employer and employees	Employee files with employer any change in exemption status as related to withholding tax on personal income.	Collector of Int. Rev.
15	Individuals	Make final payment of 1950 estimated tax by individuals previously making declarations.	Collector of Int. Rev.
15	Individuals other than Farmers	Complete payment by those making first declaration.	Collector of Int. Rev.
31	Employer	File quarterly return and make payment of taxes withheld during preceding quarter.	Collector of Int. Rev.
31	Employer	Last day to furnish employee a written receipt (W-2) of amount withheld in 1950.	Collector of Int. Rev.
31	Employer	Last day to file last quarterly return of amounts withheld at source (Form 941) with triplicate copies of (W-2s) issued during the year and W-3s.	Collector of Int. Rev.
31	Employer	Last day to file return on Federal Unemployment Insurance Tax if employing 8 or more persons and make payment of taxes withheld during preceding quarter or total if on annual base.	Collector of Int. Rev.
31	Farmers	File final 1950 calendar year income tax return.	Collector of Int. Rev.

Chamber Fights CAB Case For S. F. Air Rates

The Chamber of Commerce has "gone to bat" for San Francisco in a Civil Aeronautics Board case which would put the Bay Area at a disadvantage in the matter of air rates, and has petitioned the Board to dismiss the proceeding.

According to Walter A. Rohde, manager of the San Francisco Chamber's Transportation Department, the case, known as Docket No. 4586 The West Coast Common Fares Case—is a "very complicated matter," hearings on which have been postponed twice.

Involved in the proceeding are proposals of Public Counsel of the Civil Aeronautics Board and at least one of the air lines. The proposals would put the fares between Pacific Coast cities and Chicago, and points east of Chicago, on a mileage basis. The Chamber pointed out that this would disrupt the present fare structure under which all fares between the eastern points and major Pacific Coast points are the same, and would result in higher fares to and from San Francisco than to and from Los Angeles.

G. L. Fox, general manager of the Chamber, said on the matter, "In view of the national emergency declared by the President and the critical state of national affairs, the affected air lines and municipalities are confronted with unusual burdens. "Therefore," he continued, "this is no time to continue with a proceeding which would make heavy demands on the manpower and resources of all concerned."

Sutter St. Program To Begin

(Continued from Page 1)

zone parking violations and crosswalk parking violations. Captain Jack Eker, Police Department Director of Traffic, stated that these parking violations do more to create congestion than any other offenses. However, other rules will also be enforced, he said, such as those pertaining to stopping in certain areas, overtime parking and "U" turns and left turns at critical points.

At the same time, Municipal Railway will do its part to speed traffic by inaugurating, Sunday, three new trolley bus lines, the No. 1, No. 3 and No. 4, which run on Sutter Street. "Sutter has been newly paved from end to end," Col. Marmon D. Mills, traffic coordinator for Municipal Railway, said this week, "and, properly supervised, this street can accommodate many more vehicles and a much faster flow of traffic than in the past."

A project of the Chamber's Traffic and Highway Committee, the trial enforcement plan is under the direction of Belford Brown, Chamber Director and Chairman of the Committee; D. P. Street, Manager of the Chamber's Civic Development Department; Captain Eker; Colonel Mills and Iver Larson, San Francisco Manager of the National Safety Council.



NEW 2nd CENTURY CLUB OFFICERS

Shown at left, in a "huddle" over 1951 tasks, are (seated, left to right), Frederick B. Rice, 1951 president of the Second Century Club and Lloyd E. Graybiel, outgoing president; (standing, left to right) Joseph O'Donohue, Manager of the Chamber's Membership Relations Dept.; C. D. Helbig and Clifton W. Jacobs, 1951 vice presidents of the Club. The new officers were elected last week.

Chamber Group Urges Civic Auditorium Modernization

The Board of Directors of the San Francisco Chamber of Commerce went on record last week in favor of an expenditure of \$460,000 to modernize the present Civic Auditorium.

The Board recommended that the Civic Auditorium be improved so that San Francisco may continue to attract conventions and exhibits which it will fail to do unless the city can offer improved facilities for such purposes, according to J. W. Mailliard, III, Civic Development Committee head.

The Real Estate Department of the City and County of San Francisco had recommended completion of additional show room space by excavation under the main hall of the building at a cost of \$1,225,000. The Chamber does not favor such a plan because it feels that during the present emergency it would not be practical to complete such a program, according to Mailliard.

S. F. Municipal Conference Elects New Officers

J. Arthur Younger has been elected 1951 chairman of the San Francisco Municipal Conference, an organization designed to coordinate and accomplish tax and other policies of major civic organizations in San Francisco.

Other officers named at an election held last Friday were Dwight L. Merriman, vice chairman; D. P. Street, secretary; and Maude Cottrell, recording secretary.

According to Younger, the Municipal Conference investigates and makes recommendations on many municipal matters throughout the year and is expected to be an invaluable aid to the economic and efficient administration of the City and County of San Francisco.

Staffed by the San Francisco Chamber of Commerce, the Municipal Conference is made up of seven member associations.

They are:

The Apartment House Association of San Francisco, Inc., represented by Jackson Dorn and Hubert K. McKeivitt; the Building Owners & Managers Association, represented by Frank S. Hanlon, Elmer G. Johnson and Heriberto Savill; the California North Hotel Association, represented by Willard Abel, Elmond Rieder and Harry Troupe; the Downtown Association, represented by Thomas Gray, R. W. McElroy and Arthur E. Wilkins; the San Francisco Chamber of Commerce, represented by Belford Brown, Lloyd Graybiel and J. W. Mailliard, III; the San Francisco Junior Chamber of Commerce, represented by Stanley J. Bernhard, Joseph R. Miller and William Stevens; and the San Francisco Real Estate Board, represented by Edward Pincer, Dwight L. Merriman and J. Arthur Younger. The Hotel Dry Goods Association, represented by Karl M. Stull, and the Retail Merchants Association, represented by Thomas J. Lenehan and D. P. Street, are "Conferring Associates."

group and Val King, confidential secretary to Mayor Elmer E. Robinson, will congratulate winners on behalf of the Mayor.

Reservations for cocktails and dinner may be made at the Chamber (telephone EXBrook 2-4511, ext. 47), it was announced.

Xmas Awards Dinner Tues.

(Continued from Page 1)

taken to combat the threat of modern warfare in San Francisco.

Following his talk Superior Judge Preston Devine, chairman of the contest judging committee, will present gold cups to West Portal for first place, Marina for second place, Clement Street for third place—and to Chinatown, Mission and Fillmore for "originality" and "color"—in the 1950 districts Christmas decorations competition sponsored by the Chamber's Retail Merchants Association.

Additionally, each of the 21 competing districts will be given a bronze plaque.

Captain A. L. Becker, Commander, San Francisco Naval Shipyard, will welcome the

Bay Region Business
PUBLISHED WEEKLY BY THE CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Sutter Traffic Enforcement In Effect



BE CAREFUL, MR. MOTORIST! This was the "word of the week" as the Chamber's Sutter Street Traffic Enforcement Program went into effect Sunday and the city's law enforcement and other agencies "swapped down" an traffic violators just as surely—if not as literally—as this staged picture depicts. Shown converging on this "unfortunate motorist" who parked on the wrong side of the street are, left to right: Captain Jack Eker of the Police Dept.; Officer C. A. Percy, a radio car full of officers; Officer Frank Dickmeyer; Iver Larson of the National Safety Council, and Belford Brown, Chairman of the Chamber's Traffic and Highway Committee and a Director of the Chamber.

San Franciscans thought a little harder about traffic rules this week, received a few more citations than usual, and suddenly awoke to the fact that strict adherence to traffic laws brought a big reward:

THEY GOT TO TOWN AND BACK, SAFER AND FASTER.

That was the important lesson being learned by everyone as the Sutter Street Traffic Enforcement Program sponsored by the San Francisco Chamber of Commerce today swung into the home stretch of its first week's trial.

Begun on Sunday of this week coincident with inauguration by the Municipal Railway of three new trolley-bus lines on Sutter, the plan which was worked out by the Chamber's Traffic and Highway Committee in cooperation with the Police Department, Public Utilities Commission and National Safety Council, was put into effect to show how downtown traffic snarls can be elimi-

(Continued on page 2, column 1)

— Second Century of Progress —

Monetary Policies Explored At Businessmen's Meeting

More than 200 leading San Francisco businessmen heard this week that "currency convertibility based on the Gold Standard is the means of combatting present-day inflation."

Dr. Leland Rex Robinson, member of the



Dr. L. R. Robinson

Economists National Committee Monetary Policy and professor of political economy at New York University, was the principal speaker at a luncheon meeting attended by the businessmen in the Fairmont Hotel's new Nob Hill Room.

"In view of the mounting government debt and inflation," Lewis M. Holland, Industrial Department Manager of the Chamber, said, "an understanding of the Robinson analysis of corporate earning power, profits, dividends and reserves was of great importance to the businessmen attending."

Unique feature of the meet was its joint sponsorship by the San Francisco Chamber of Commerce Mining and Tax Committees; the Chamber's World Trade Association; the Economists' National Committee; the Foreign Credit Chapter, Credit Managers Association; and the Gold Standard League.

Shelley Says 8-12 Ships Allotted To West Coast

West Coast Shipyards probably will be allocated "from eight to twelve ships" in the Government's new \$350,000,000 cargo shipbuilding program, according to a letter received last week by Alan J. Lowrey, Chamber President, from Representative John F. Shelley.

The letter also indicated that the Federal Maritime Board is "seriously considering" reactivation of Yard 3 at Richmond and the Alameda yard.

Invitations to bid, which went out last week to all interested yards, were for no specific proportion of the total number of 50 ships. Only eight to ten ships will be built as a result of the nationwide invitations, according to Shelley's letter.

Balance of the 50 ships will probably be built on an area-allocation basis, with eight to twelve ships "earmarked for the West Coast," he said.

Other responses this week to telegrams recently sent by the Chamber urging use of West Coast yards included assurances from Senators William F. Knowland and Richard Nixon that they will assist "in every possible way" to bring shipbuilding back to the coast.

Districts Receive Awards At Naval Yard Dinner

At a gala dinner meeting held Tuesday night in the Officers' Club of the San Francisco Naval Shipyard, the West Portal, Marina and Clement Street districts were awarded huge gold cups for winning first, second and third place, respectively, in the Chamber's 1950 Districts Christmas Decorations Contest.

Chamber Vice President Ray W. Turnbull was chairman of the meeting and presentations were made by Superior Judge Preston Devine.

Chinatown, Mission and Fillmore also received special awards in the competition sponsored by the Chamber's Retail Merchants Association.

Additionally, all of the 21 districts that competed received bronze plaques.

Captain A. L. Becker, Commander of the Shipyard, welcomed more than 250 San Franciscans who gathered for the ceremonies. Val King, confidential secretary to Mayor Elmer E. Robinson, spoke briefly.

Highlight of the evening was an address by Rear Admiral A. G. Cook (Retired), director of the city's Disaster Council and Corps, on the subject of San Francisco's civilian defense program.

"Four Cardinal Violations" Spotligted By Sutter Traffic Enforcement Plan



PARKING IN CROSSWALK: Iver Larson and Capt. Eker point out how car extended into crosswalk brings danger to pedestrians.



DOUBLE PARKING: Iver Larson and Belford Brown note how this offense ties up one whole lane of traffic behind the violator.



PARKING IN TRUCK ZONE: Truck can't get into rightful place, double parks, disturbs traffic. Belford Brown and Capt. Eker point to results.



PARKING IN BUS ZONES: Prevents bus from entering zone, ties up traffic. Iver Larson, Belford Brown, Col. Mills, discuss violation.

(Continued from Page 1)
nated by enforcement of traffic laws and cooperation by the public.

Sutter Street was picked for the "proving ground" in the hope that it can be made into a model transit thoroughfare, spotlighting results possible of achievement and heralding similar enforcement throughout all of the downtown area.

Belford Brown, Chamber Director, is chairman of the Chamber committee which for several weeks has coordinated joint planning on the program by D. P. Street's Civic Development Department; Captain Jack Eker, Police Department Director of Traffic; Colonel Marmion D. Mills, Traffic

Consultant, Municipal Railway; and Iver Larson, San Francisco Manager of the National Safety Council.

The program to date has been highlighted by warnings to motorists to carefully avoid the "cardinal violations" of double parking and parking in bus zones, truck loading zones and in crosswalks; by Muni's new No. 1, 3 and 4 trolley-bus lines; and by special attention by San Francisco's traffic officers to Sutter Street all the way from Market to Presidio Ave.

Twelve three-wheeled motorcycle officers, several single-wheeled motorcycles, a half-dozen radio patrol cars and several foot

patrolmen are "working" Sutter this week—warning, counseling, and citing.

Besides the "cardinal violations," strict attention is being given to these rules: No "U" turns at any intersection east of Gough Street on weekdays between 7 a.m. and 6 p.m.; no left turns at Sutter and Powell during the same hours.

Comments from Captain Eker, Colonel Mills and Mr. Brown yesterday indicated a unanimity of impression as to how the enforcement program was going:

"Extremely well for the first few days; the buses are running like clockwork, congestion is disappearing, and everything is moving faster and safer."

World Trade Fair Set For May 23-27 At Palace Hotel

The "spotlight" of public attention will be focused on the importance of world trade to San Francisco this year by means of a World Trade Fair to be staged at the Palace Hotel, May 23-27.

San Francisco's observance of the nationally-celebrated World Trade Week will be from May 20 to 26.

According to Alvin C. Eichholz, Manager of the Chamber's World Trade Department, the Fair site will provide space for 75 exhibits—nearly 15,000 square feet of floor space.

In letters sent to the San Francisco Consular Corps, embassies in Washington, D.C., and world trade and shipping firms, Alan J. Lowrey, Chamber President, said, "We believe the opportunity for trade expansion now is greater than ever, particularly for imported goods and services in the American market. For this reason we cordially invite your participation."

In addition to customer goods and travel exhibits, the displays from abroad will emphasize the wide variety of critical and scarce materials which can be supplied from abroad to aid the American economy.

Managers for the Fair in charge of all space reservations will be Kriedt and Myers, Room 9028, Palace Hotel.

Chamber Hosts Flyers, 'Airmen Of The Month'

The first "Airmen of the Month" program sponsored jointly by the Chamber and the United States Army Air Force was termed a "complete success" this week by G. L. Fox, Chamber General Manager.

The program is designed to improve the morale and well-being of the air personnel in this area by rewarding deserving airmen with three-day passes in San Francisco and tours of the city's theaters and restaurants, according to Fox.

Firms cooperating in the January airmen visit were: the Fairmont Hotel, the Yellow Cab Company; American Broadcasting Company; Fox Theater, Papagayo Room, Tarantino's Restaurant, Harbor Tours, Inc., Lamps of China Restaurant, Cliff House Restaurant and Radio Station KFRC.

S. F. Is Second In Building Among Cities of West

San Francisco ranks second in building among all cities of the seven Western States for 1950, with a dollar value of \$94,498,097, according to Daily Pacific Builder, California construction newspaper.

Percentage-wise, Northern California outdistanced Southern California in last year's "Western building boom," according to the same report.

"The margin," G. E. McGavran, Builder editor, said, "is best illustrated by the fact that, of the six major building centers in California which did not better their 1949 totals, five were located in the southland."

The "boom" referred to is the new annual high established in 1950 for building permit registrations in California and these other Western States: Washington, Oregon, Utah, Arizona, Nevada and Idaho.

Board Of Directors Approve Three Recommendations

At its regular meeting, January 18, the Chamber's Board of Directors took the following actions:

1—Approved a recommendation of the Agricultural Committee that the Chamber sponsor the Fourth Annual Agricultural-Business Conference jointly with the San Francisco Chapter of the Public Relations Society of America and the Farm-City Relations Committee.

2—Supported the recommendation of the Municipal Conference in opposing long-term

leases on facilities to house City departments and the School Department.

3—Adopted the recommendation of the Municipal Conference that, in view of the Federal Social Security Act's taking into its jurisdiction employees of the Municipal Railway, there be an amendment to the City Charter to equalize the pension and social security benefits of Municipal Railway employees with the pension benefits now given to other employees of the City and County of San Francisco.

"Production Is The Payoff!"

An Address By

BENSON FORD

Vice President, General Manager,
Lincoln-Mercury Division,

and Director,

FORD MOTOR COMPANY

Hear Mr. Ford at a Luncheon to be held



BENSON FORD

THURSDAY, FEBRUARY 8, 12:00 NOON

San Francisco Commercial Club

Jointly Sponsored by

SAN FRANCISCO CHAMBER OF COMMERCE

SAN FRANCISCO COMMERCIAL CLUB

A young man, member of one of the country's most distinguished industrial families, takes a look at the future of America!

A grandson of Henry Ford, Benson Ford—only 32 years of age and heading one of the nation's largest production enterprises—grew up in close association with the vast operations of the Ford Motor Company. He learned the fundamentals of automobile engine construction at the Ford Engineering Laboratories in Dearborn. Later, with his brother, Henry Ford II, he built one of the first experimental jeeps turned out by Ford

for World War II. From his company's Experimental Engineering Department, Benson Ford went to the Purchasing Department and then to the Supercharger Division of the company. This was part of his father's plan to have him learn all phases of the business—a purpose which, from Benson Ford's record, he has admirably accomplished.

San Francisco Chamber of Commerce
333 Pine Street, San Francisco, 4

Please reserve..... place(s) for me at \$2.25 per plate, at the luncheon Thursday, February 8, in honor of Benson Ford, at the Commercial Club, 12 noon.

CHECK
ENCLOSED

Name.....

Firm.....

\$..... Address.....

Please
**Make Your
Reservations
EARLY!**

★

(Price—\$2.25 per plate,
tax included)

Business in Defense

NATIONAL PRODUCTION AUTHORITY

Recent orders issued by the National Production Authority regulate civilian activity in regard to the following:

TIN: M-8 as amended January 9, 1951.

COBALT: M-10 as amended December 30, 1950.

COPPER AND COPPER-BASE ALLOYS: M-12 as amended December 30, 1950.

CADMIUM: M-19 dated December 27, 1950.

IRON AND STEEL SCRAP: M-20 dated January 4, 1951.

METHYLENE CHLORIDE: M-21 dated January 11, 1951.

CONSTRUCTION: M-4 as amended January 13, 1951.

BASIC RULES OF THE PRIORITY SYSTEM: Regulation 2 as amended January 11, 1951.

DESIGNATION OF SCARCE MATERIALS: Notice 1 as amended January 10, 1951.

The above orders, plus a complete file of all NPA regulations, orders, notices and delegations, is maintained for reference in the Chamber's Industrial Department. Copies in limited number are available for distribution. Firms wishing to be placed on the mailing list for distribution of such material should direct correspondence to the following address, requesting to be placed on LIST 2 for copies of all regulatory material:

U. S. Department of Commerce
Division of Printing Services
Attention: E. E. Vivian
Room 6625
Washington 25, D. C.

COMMERCIAL CONSTRUCTION

Application forms required for approval of commercial construction after February 15 may be obtained locally from the Regional Office of the U. S. Department of Commerce, 555 Battery Street, Room 303. Current restrictions prohibit, until February 15, all commercial building not "substantially" under way.

SUBCONTRACTING INFORMATION

Supplement S-24 dated December 19, 1950, from the U. S. Department of Commerce, suggests information to be supplied to prime contractors by firms seeking sub-contracts. A brief resume of this bulletin follows:

- (1) Description of plant, facilities and location.
- (2) List of equipment with brief description.
- (3) Available machine capacity (present and proposed).
- (4) Capacity or source of new tools.
- (5) Shipping facilities.
- (6) Description of organization and key personnel.
- (7) Type of cost records kept.
- (8) Financial statement.
- (9) Previous experience.

School of World Business To Begin Spring Semester



DR. STEVENS (right), School of World Business director, discusses world situation with two graduating students: Geo. W. Hobbs of London and Col. J. O. Wintersteen of San Francisco.

San Francisco State College's renowned School of World Business will open its Spring semester February 6, it was announced this week by Dr. Wayne M. Stevens, director of the school.

Created in August of 1949 as the first of its kind in the western United States, the School features courses by international trade experts in Asiatic, European, and Latin American histories, economics, languages, customs, business practices.

Sponsored by the Chamber, the School prepares students for private business positions in the foreign commercial field as well as for service with governmental departments and international agencies.

"Operation Morale Lift"

"Operation Morale Lift"—a campaign to provide new magazine subscriptions to Korean casualties in Bay Area hospitals—has been extended until January 31, according to an announcement made this week by Don Dillon of the San Francisco Junior Chamber of Commerce, sponsor of the drive.

The Junior Chamber is asking that contributions be sent to "Operation Morale Lift," 333 Pine Street, San Francisco 4. Money received will then be used to purchase one-year subscriptions to the magazines which Korean casualties themselves have indicated they prefer to read.

—Second Century of Progress—

Japanese Groups Visit S.F.

San Francisco continues to be a "training ground" for members of the Japanese government currently studying the workings of American democracy.

Twelve members of the Japanese Diet were here last week on part of a study-tour of U. S. national agricultural legislation.

Alvin C. Eichholz, Manager of the Chamber's World Trade Department, and Randle P. Shields, Agricultural Department Manager, cooperated with the Army and the California Farm Bureau Federation in arranging the group's local itinerary.

John P. Gilchrist, the Chamber's Public Affairs Department Manager now in Sacramento, arranged conferences with legislative and agricultural leaders in Sacramento for the Japanese Diet members.

J. J. Daley, of the Gardner-Denver Company, reports that seven leading Japanese mining engineers were recently in this area to obtain latest technical information on California mining.

Hitting The HIGH SPOTS

With Walt Brown

Sir Lloyd Dumas, Australian publisher and director of Reuters, Ltd., was hosted at a breakfast meeting Mon. A.M. by President Lowrey. Dumas was in S.F. for a few hrs. between planes, enroute to Australia . . . **S.F. Museum of Art** is displaying prize-winners from the Second Decorative Arts Competition, featuring designs in fabric, glass, textiles, and wallpaper. Purpose: to encourage Western manufacturers to use WESTERN designing in products . . . **Jack Boise**, S.F.'n who used to be with Dollar Steamship, has just been apptd. No. Calif. sales mgr. for Skycoach, Inc. . . . **Handy lists** of foreign govt. reps. and foreign air mail rates are now available in the Chamber's World Trade Dept. . . . **Calif. School of Fine Arts** is enrolling for its Spring term which begins Feb. 5 . . . **Paintings by Calif. doctors** are an exhibit through tomorrow at The Emporium—first Calif. Physicians Art Assn. event ever open to the public, they say . . . **G. G. College's Spring Semester** opens Jan. 29 with courses in Accountancy, Management, Insurance and Traffic . . . **James D. Zellerbach** is honorary chairman of the annual membership fund drive of the S.F. Council for Civic Unity . . . **S.F. conventions** scheduled for upcoming wk.: Republican State Central Comm., and West Coast Salesmen's Assn., both Jan. 28; Cal. Motor Transport Assn., Feb. 1-3 . . . **Nye Wilson**, new secy.-mgr. of the Cow Palace, is deep in plans for the Fifth Annual Jr. Livestock Exposition set up for March 17-22 . . . **Tele-Que Report**—the "Hooper of T.V." was released for the first time this month; covers S.F. and L.A. as to sets in use, audience size and composition, etc.

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PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

1850 • One Hundred Years of Achievement • 1950

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Benson Ford At Luncheon Next Week

Traffic Program Brings Results

Nearing completion of its second week, the Sutter Street Traffic Enforcement drive spearheaded by the San Francisco Chamber of Commerce today drew acclaim as a project which has proved its point—namely:

Strict adherence to traffic laws brings a faster, safer flow of downtown traffic.

Extended for an additional week by decision of the Chamber's Traffic and Highway Committee last Friday, the enforcement plan was accompanied by spot checks this week which indicated less parking violations, faster movement of passenger cars during the rush peaks, and speedier bus transit on Sutter Street.

Belford Brown, Chamber Director and Chairman of the Traffic and Highway Committee, said this week that the purpose of the "trial period" is to point up to the public what can be done toward eliminating traffic snarls and to speed traffic flow.

"Provided, at the end of this week, with what should be encouraging facts and figures gleaned from this experiment," he said, "the public will be expected to accept the challenge and continue on its own."

But police vigilance on Sutter Street and in the entire downtown area will not be slackened, he pointed out, when the "trial period" is over.

"The public has cooperated well," said Captain Jack Eker, Police Department Director of Traffic, this week, "but there are

(Continued on Page 4, Column 2)

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Chamber OK's Purchase Of New City Fire Equipment

A drive started by the San Francisco Chamber of Commerce in April, 1949 to lower the city's fire rates has received new impetus through action by the Chamber's Board of Directors.

The Directors approved a recommendation made by its Fire Safety Committee, headed by Chamber Director John B. Quigley, to endorse the request of the city's Department of Electricity for \$18,150 in its 1951-52 budget to correct approximately 24 fire safety deficiency points in San Francisco outlined by the National Board of Fire Underwriters.

The \$18,150 requested would be used by the Department of Electricity to improve San Francisco's Fire Alarm System.

America's industrial might as a weapon for peace will be discussed by Benson Ford when he addresses a luncheon sponsored by the San Francisco Chamber of Commerce and the Commercial Club, Thursday, February 8.

"Production is the Payoff" will be the title of young Ford's remarks.

G. L. Fox, Chamber General Manager, in commenting on Ford's selection of subject material said, "I doubt if Mr. Ford could have chosen a more timely subject. The eyes of the world, especially Asia, are on our production capacity, for it will indeed be the 'Payoff' if we should find ourselves in a total war with Communism."

Ford at 32 years of age is considered by many to be a production genius. He is a grandson of Henry Ford, and as vice president and general manager of the Lincoln-Mercury Division of Ford Motor Company, and a company director, he heads one of the nation's largest production enterprises.

The Chamber's guest speaker learned the fundamentals of automobile engine construction at the Ford Engineering Laboratories in Dearborn. Later, with his brother, Henry Ford, II, he built one of the first experimental jeeps turned out by Ford for use by the United States Army during World War II.

Ford voluntarily enlisted in the United States Army on October 1, 1942, after obtaining special permission from the War Department to enlist as a private. He was separated from the service in February of 1946 with the rank of captain and immediately rejoined his company in an executive capacity.

Alan J. Lowrey, Chamber President, will preside at the luncheon when San Francisco business executives gather to hear this member of one of the country's most distinguished industrial families.

— Second Century of Progress —

Second Century Club Holds First Assimilation Meet

Scores of new Chamber members have signed up for the first "assimilation meeting" to be sponsored by the organization's Second Century Club, at a luncheon Monday, February 5, at the San Francisco Commercial Club, it was announced today by the Club's president, Frederick B. Rice.

Designed to bring new members into closer acquaintance with Chamber functions and purposes, the meeting will feature talks by President Alan J. Lowrey and General Manager G. L. Fox and will be followed by a members' tour of the Chamber offices.



BENSON FORD

Western Winter Market Opens At Mart Next Week

San Francisco's Western Winter Market, which opens at the Western Merchandise Mart on Monday, promises to set an all-time high in buyer attendance, according to Frank K. Runyan, president of the Mart.

The Winter showing will run until February 9 with the theme "Know-How Wins!"

Runyan also announced that the Western Gift, Toy and Houseware Show with displays at the Mart and nearby Civic Auditorium will again be held concurrently with the Winter Market and will open on Sunday. Runyan indicated this schedule will conserve time and effort of both buyers and exhibitors.

Products of over 2500 manufacturers of furniture, appliances, floor coverings, housewares, radios, television, bedding, decorator fabrics, gifts, etc., will be on display at the Mart during the Winter show.

"Buyers attending the Western Winter Market," Carroll A. Snyder, Chamber Domestic Trade Department Manager, said, "will increase their 'know-how' and their ability to 'win' in 1951."

Alan Lowrey Is Elected Vice President of Firm

Alan J. Lowrey, President of the San Francisco Chamber of Commerce, was elected this week to the post of vice president of Union Oil Company. Prior to his affiliation with the oil firm, Mr. Lowrey was active in banking circles in Hawaii, San Francisco and New York.

In his new position he will continue the activities he carried on for Union Oil as Assistant to the President, a post he had filled since 1939.

During World War II, Mr. Lowrey saw active duty with the United States Navy.

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Executive Secretaries, Inc. Plans National Convention

New officers of Executive Secretaries, Inc., San Francisco Chapter, conducted their first business meeting of the year last Thursday when more than 60 members of the organization gathered to consider plans for a national convention to be held April 28 at Long Beach.

President of the group which is representative of approximately 70 different San Francisco firms, is Emma Svrbely, Union Oil Company of California. The club's national president, Lucille DeLury of Poultry Producers of Central California, recently installed Miss Svrbely and these additional officers:

Maxine Morris, Eastman Kodak Company—vice president; Eladia Guthrie, Pabco Products, Inc.—secretary; Eudora deLoge, Cords Lumber Company, Inc.—treasurer; Helen Lobb, Walkup Drayage & Warehouse Company—sergeant at arms.

Marie Clark, San Francisco Chronicle, and Dorothy Whitten, Thomas J. Lipton, Inc., are new club directors, and 1950 directors continuing in office are Lucille Van Bolt, Ray Rosendahl & Co., and Leone Zander, Shell Chemical Co.

Members of the organization occupy key positions in secretarial or administrative capacities in leading San Francisco firms, 60% of which are national organizations.

Formed in 1938, the group now has chapters in the East Bay, Los Angeles, Las Vegas and San Diego.

— Second Century of Progress —

Press Club Goes On TV

San Francisco's Press Club is featured on a new television program aired by station KPXN on Channel 5 each Friday night at 6 o'clock.

The program highlights guest speakers of the famous Press Club "Gang Dinners" held each Friday night at the Club.

Scheduled to appear on the TV program tomorrow night are California's Attorney General, Edmund G. Brown, and San Francisco District Attorney Thomas G. Lynch. They will be introduced by Press Club member Harry Lerner.

The Press Club TV program was conceived by Ted Huggins, "Gang Dinner" committee chairman, and William Winter, San Francisco news commentator. Winter acts as the program's master of ceremonies.

San Francisco Port Activities Expanding, National Export Figures For 1950 Show

Export figures recently published by the Association of American Railroads show that the Port of San Francisco is moving once again toward top position among major ports of the nation.

Of all the ports of the country, San Francisco ranked third in July, August, September and October of 1950 in total export and coastal shipments. According to Walter Rohde, Manager of the Chamber's Transportation Department, figures for the last two months of 1950



PAUL A. BISSINGER, 1950 Chamber President, and Mrs. Bissinger, are shown above as they boarded a Pan American World Airways Clipper at Miami, January 19, bound for Managua Bay, Jamaica. The Bissingers are on a three-week vacation, visiting Nassau, Bahamas; Puerto Rico; Haiti and the Virgin Islands.

have not yet been received, but from July through October, 27,042 carloads of commodities were exported and 868 carloads were sent to other coastal ports through San Francisco, making a total of 27,910 carloads for the four months. New York was first with 59,904; Galveston, second with 35,862.

In exports other than grain, San Francisco surpassed Galveston by more than 18,000 carloads for the same period.

For the entire first ten months of 1950, San Francisco placed fifth in the nation for total export and coastal shipments, with 39,799 carloads. New York was first, Galveston second, New Orleans third, and Baltimore fourth.

Rohde explained that the difference between San Francisco's fifth place in the ten-month period and its third place in the later four month period is an indication of a definite trend which began in the closing half of 1950 toward expansion of San Francisco's port activity—a result of the combined effects of the Korean war and of normal business increase.

"This trend," Rohde said, "has probably continued in the months since October for which we have no reports as yet."

"San Francisco," he added, "is indeed coming into her own once again as one of the most active ports in the nation."

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"Training In Industry" Institute To Begin Soon

Supervisory employees of leading San Francisco business firms will attend an institute in Discussion Leading at the Palace Hotel February 12 through 16. The program, designed by the Training Within Industry Foundation, will illustrate how business meetings may become shorter, better, and more productive, according to Ken Browning, West Coast Representative for the Foundation.

"The Discussion Leading Program," Browning said, "is the result of months of research and try-outs in many companies. It is designed to train one or more of a business staff in the handling of small discussion meetings."

Further information regarding the program can be obtained from Browning at 935 Chestnut Street in San Francisco.

— Second Century of Progress —

Trade Assn. Executives Elect

Al Brandhofer, executive president, Automotive Maintenance and Garage Association, this week was elected 1951 president of the Trade Association Executives of Northern California.

Other officers elected at the meeting held Monday, January 29, are:

William Erb, executive secretary, California Retail Jewelers Association—vice president; David P. Street, managing director, Retail Merchants Association, San Francisco Chamber—secretary-treasurer.

The organization is composed of representatives of more than 20 trade groups of Northern California.

Calaveras Cement Outlines Firm's History In New Book

The success story of a San Francisco firm which has its manufacturing plant in the Mother Lode and its principal marketing area in the Central Valley is told in "Twenty-Five Years of Building the West," a history of Calaveras Cement Company.

Objectively written, the 64-page book tells of the company's struggle for survival during the late 'twenties and the early years of the depression, according to company officials. It tells also of the firm's upward climb since 1933, when it won a contract to supply cement for the San Francisco-Oakland Bay Bridge.

Since that time, Calaveras has supplied many large construction projects in the northern part of the state. Its most recent large order calls for 1,600,000 barrels of cement for the construction of Pine Flat Dam, near Fresno. However, the backbone of the company's distribution organization is a group of approximately 400 retail dealers.

William Wallace Mein is founder-president of Calaveras Cement Company. William Wallace Mein, Jr., is vice-president and assistant to the president, and H. C. "Pat" Maginn is vice-president and chairman of the management committee.

Chamber Committeemen On Federal Mining Boards

Two San Franciscans, both members of the Chamber's Mining Committee, have been appointed to policy-making government boards in Washington, D.C.

Phil R. Bradley, Mining Committee Chairman and president of Pacific Mining Company, has been named Consultant for the Defense Minerals Administration and Acting Chairman of the Civilian Commodities Committee for Manganese, Chrome and Tungsten. He left for Washington, D.C., early this week and expects to devote three-fourths of his time to his new duties.

H. N. How, president of Western Machinery Company of San Francisco, last week accepted Secretary of the Interior Oscar Chapman's invitation to serve on the Advisory Committee on Mining Machinery in the nation's capital. This committee assists the Defense Minerals Administration and the Defense Solid Fuels Administration in the discharge of functions with regard to mining machinery.

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San Francisco Featured On 'Holiday Hop' TV Show

San Francisco was the locale this week for the filming of a national television program titled "Holiday Hop."

According to Ed Tingley, producer of the program, the film which is sponsored by Kraft Foods Company will be distributed to 32 cities throughout the country on television channels and will be seen in non-television cities at Fox West Coast theaters.

"Holiday Hop," Tingley said, "takes the viewer on colorful 'tours' of the cities filmed. With the film techniques used, the viewer feels that he is actually taking the tour instead of being just an observer."

The San Francisco Chamber cooperated with the production personnel by putting them in touch with hotels, night clubs, etc., and suggesting San Francisco atmosphere for inclusion in the filming.

A representative of the Chamber's Publicity Department traveled with the sound crews as they toured the city last Friday, Saturday and Sunday.

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Industrial Mobilization Program At G.G. College

Registrations for Golden Gate College's second Industrial Mobilization program will close tomorrow night, according to Joseph M. Trickett, vice president of the college.

Subjects included in the program are: Military Management for National Defense; Manpower Utilization; How to Increase Plant Production; Industrial Relations Problems in National Emergency; Manufacturing; Work Simplification and Methods Analysis; Foremanship and Supervisory Development; Human Relations.

Detailed information regarding the program can be obtained at the College, 200 Golden Gate Avenue and 537 Market Street, Prospect 5-5774.

"Golden Gate College," Trickett said, "has always attempted to meet current community needs, and this program is part of that policy."



PRINCIPALS AT THE CHAMBER'S DISTRICTS CHRISTMAS DECORATIONS CONTEST awards dinner held at the San Francisco Naval Shipyard Tuesday, January 23, are shown above—right picture (left to right): Val King, confidential secretary to Mayor Elmer E. Robinson, who offered the City's congratulations to the winning district; Rear Admiral [Ret.] A. G. Cook, director, San Francisco Defense Council and Corps, and the evening's principal speaker; and Roy W. Turnbull, Chamber Vice President who chairmanned the program. Left picture (left to right): Mayor Laydenheim, president of the Clement Street Merchants Association; Herbert Wayne, president of the Marina Merchants Association; John E. Sullivan, secretary of the West Portal Merchants Association; Superior Judge Preston Devine, chairman of the contest judging committee; and Roy S. McConnell, president of the Retail Merchants Association of the San Francisco Chamber of Commerce, sponsor of the annual Christmas competition. Devine and McConnell are shown here presenting trophies to the three winning districts—first prize to West Portal, second to Marina and third to Clement Street.

Advertising School Begins Production, Copy Courses

Advanced Advertising Production, Advanced Advertising Copy Writing and Writing for Television are courses being offered by the School of Advertising of Golden Gate College in its Spring Semester, according to the San Francisco Advertising Club, sponsor of the School.

The production and copy writing courses are currently being taught on Wednesday and Monday nights, respectively. David J. Cook, production manager of Batten, Barton, Durstine and Osborne, advertising agency, is coordinator for the production class. The copy writing class is conducted by Ruthrauff & Ryan, advertising agency, with Ray Mount Rogers directing.

Writing for Television will begin April 4 under Dr. Donald M. Hatfield, president, Photo & Sound Productions.

The School of Advertising is located at 537 Market Street.

— Second Century of Progress —

United Air Lines Passes Transpacific Milestone

San Francisco's Municipal Airport was the scene of an historic flight yesterday. United Air Lines' Mainliner Stratocruiser, Flight 749, took off with the company's number one senior pilot, Captain Harry Huding, at the controls—marking the 10,000th time that United has flown the Pacific between California and Hawaii.

United, which is celebrating its 25th anniversary this year, began trans-Pacific flights for the Military Air Transport Command in September, 1942. Commercial operations between San Francisco and Honolulu began on May 1, 1947. The company has logged approximately 25,000,000 plane miles on the Honolulu run, carrying 260,000 passengers.

Other United Air news earlier this month was the announcement by Warren Burke, district sales manager here and a Chamber Director, that the company had inaugurated 15-day excursion fares on 28-passenger DC-3 flights between Reno and San Francisco at a new low fare.

Bay Area Homebuilding Sets New Record in 1950

Homebuilders in the San Francisco-Oakland Metropolitan area set a new all-time record by starting more than 30,000 new permanent nonfarm dwelling units during 1950, Max D. Kossoris, Director of the Western Region of the U. S. Department of Labor's Bureau of Labor Statistics, reported this week. The total of 30,760 units started exceeded the previous year by more than 10,000 units and was at least 2,000 units above the previous all-time peak year of 1925, he said.

The new record was set despite a substantial drop in building during the last quarter of the year. As a result of continuing shortages of labor and materials, more stringent credit controls, and unfavorable weather conditions, starts dropped to 1960 units in November and to about 1500 units in December, the report said.

One-family homes continued to dominate the local residential construction picture, accounting for about 85 per cent of all homes started—a considerable increase over the previous year when units of this type made up only about 75 per cent of the total units.

— Second Century of Progress —

Retail Merchants Assn. Adds 5 New Directors

In line with the Retail Merchants Association's policy of expansion in activities, five new members have been added to the board of directors, according to D. P. Street, Managing Director.

The newly elected directors are: Dr. E. S. Buckley, president, Optical Dealers Association of California, and president, California Optical Co.; Amos T. Crowl, secretary-manager, San Francisco Motor Car Dealers' Association; Homer Harris, manager of Benioff's; W. J. Lee, president, Northern California Electrical Bureau, and merchandise manager, Sherman Clay & Co.; and Jerome P. Newbauer, general manager, Davis Schonwasser.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXHROOK 2-4311, Ext. 56.

D-7161—JANICE P. MAYNARD, c/o Abbott Advertising Display Corporation, 1136 Statler Building, Boston, Mass., wishes to act as a manufacturers' agent throughout the New England area for manufacturers of ceramics and food products.

D-7162—HENLEY & COMPANY, INC., 801 Second Avenue, New York 17, N. Y., seeking a sales representative for their line of imported steak knives, desk sets, poultry shears, manicure sets.

D-7163—FILTER-TOP CORPORATION, c/o L. P. Barton, Box 1477, Kilgore, Texas, manufacturers of an oil filter changer gauge, seeking a local distributor or jobber for this product.

D-7164—SHELDON LABORATORIES, INC., 542 South Alexandria Avenue, Los Angeles 5, California, wish to appoint a distributor for the San Francisco area to handle the distribution of their complete line of injectable products for the medical profession.

D-7165—ROSLYN SILVER CO., P. O. Box 5, Myrtle Street, Taunton, Mass., would like to contact a sales organization in San Francisco to handle the sale of their line of heavy silver plated hollow ware on copper base calling on department stores and jewelry stores.

D-7166—H. R. EARLE & COMPANY, Shoreham Building, Washington 5, D. C., seeking additional lines suitable for the automotive, aircraft and plastic fields to act in the capacity of manufacturer's agents.

D-7167—SUNROC COMPANY, Glen Riddle, Pennsylvania, manufacturers of water coolers and water conditioning equipment, wish to expand their distribution in this area. Inquiries should be addressed directly to the company.

D-7168—ROSS A. COWEN, 256 West 40th Street, New York 18, N. Y., desirous of contacting local manufacturers who would be interested in warehousing, shipping or distribution of their products to New York chain, drug wholesalers and mail order houses.

Traffic Plan Brings Results

(Continued from Page 1)

still a few deliberate violations in double parking and parking in bus and truck zones. We hope these will diminish as time goes on."

Colonel Marmon D. Mills, traffic consultant, Municipal Railway, said the past two weeks have been "an interesting experiment, and have brought definite improvement both in our bus operations and in the flow of passenger car traffic."

Iver Larson, San Francisco manager of the National Safety Council, pointed out that even though Sutter has been "overloaded with traffic" since its modernization, there has been "noticeable improvement through public cooperation with the Chamber-sponsored educational program."

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXHROOK 2-4311. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1941, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS



BOY SCOUT WEEK in San Francisco, February 6 to 12, will be chairmanned by Roy N. Buell (above), Division Manager, Pacific Telephone and Telegraph Company, and an active Chamber member. Buell was a charter member of the first Boy Scout troop started in New Britain, Conn., in 1910—the same year Scouting began in the U.S.

Business in Defense

NATIONAL PRODUCTION AUTHORITY IRON AND STEEL: NPA Order M-1 as amended January 22, 1951.

Provides for changes in lead time and percentage limitation in accepting rated orders.

LEATHER: NPA Order M-28, dated January 17, 1951.

Establishes percentage limitations above which producers shall not be required to accept rated orders for certain types of leather.

HORSEHIDE FRONTS AND DEER-SKINS: NPA Order M-29, dated January 17, 1951.

Restricts the sale, use and tanning of horsehide fronts and deerskins to the military only for all such skins suitable for military leather.

TUNGSTEN: NPA Order M-30, dated January 22, 1951.

Prohibits the use of tungsten in the manufacture of certain specified products, establishes limitations on additions to inventory, and makes tungsten subject to allocation.

CONTRACT AWARD INFORMATION

A summary of the U. S. Department of Commerce Consolidated Synopsis of Contract Award Information for the six weeks, December 20 to January 24, 1950-51, indicates the following volume and types of contracts awarded by Bay Area firms:

Type of Manufacture	No.	Value
Fabricated Metals	16	\$ 3,370,981
Food	99	10,686,612
Wood and Wood Products ..	5	184,488
Services	8	442,460
Tobacco	1	43,208
Chemical	13	1,485,960
Paper	3	163,098
Electronics	3	2,085,602
Textile Products	1	268,601
Rubber	1	1,888,921
Petroleum	4	13,471,963
Total	154	\$34,091,902

Hitting The HIGH SPOTS

With Walt Brown

Carl J. Eastman, past Chamber President, has resigned as vice pres. of N. W. Ayer & Co. to accept position as asst. to the pres., Leslie Salt Co.

Mission to Washington: Walter Rohde, the Chamber's Transportation Dept. Mgr., leaves San. for D.C. to defend existing West Coast freight rates in Civil Aeronautics Board hearings, following denial of Chamber's petition to dismiss a case on "West Coast Common Fares" ... **Lead article in**

Sat. Eve. Post which hit the stands yesterday is "The Warrens—What A Family." Read this excellent treatment of the State's first family ... **Raymond Reeves** today assumed duties as new Dean of the School of Advertising at G.G. College ...

Wedding Bells ringing all over the place: Jan. 20 far Bill Kirkpatrick of Membership Dept., and the former Rita Sullivan of S.F., followed by Carmel honeymoon ... February 10 for Bob Langner, World Trade Dept. Asst. Mgr., and Marilyn May Lovgren—Plymouth Congregational Church, Seattle.

Good luck, young hopefuls! ...

Mait Pennington, Chamber director, has been apptd. a member of the Calif. State Chamber's Transportation Committee ... **Koret of Calif.** is aiming "Have a Carefree Spring" promotion at 3,000 retailers primarily designed to promote Koret's fabric product "Nylura" used for women's sportswear ... **New KRON-TV appts:** Al Constant—program manager; Bill Malone—promotion mgr. ... A. C. Cope, vice pres. of Albert J. Lillygren Inc., S.F., has been apptd. regional rep. for Stow Mfg. Co. of Binghamton, N.Y. ... **Freedom of the Press** will be proclaimed on a new postage stamp to be printed soon as a result of H.R. 523 passed Jan. 5.

— Second Century of Progress —

School of World Business Open February 6

Ready to open its spring semester in San Francisco is one of the most unique schools in the world and the only one of its kind in the Western States—the School of World Business at San Francisco State College.

Created in September, 1949, to train young people for practical work in the field of international trade, the school features courses taught by experts in Asiatic, European and Latin American economics, histories, languages, customs and business practices.

Offered also in the new term which starts February 6 will be practical studies in international finance, marine insurance, foreign exchange, traffic management, export-import procedure, ocean-air transportation, international law and other fields.



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

"Production Is Payoff" Address Today By Benson Ford At Commercial Club

One of the youngest of the nation's top industrialists will talk to San Franciscans today on how America's production genius can be put to work for peace. He is Benson Ford, vice president and general manager of the Lincoln-Mercury Division of Ford Motor Company, and he will speak to an estimated 400 members of the San Francisco Chamber of Commerce and Commercial Club on the subject, "Production is the Payoff."

Sutter "Trial" Ends; Enforcement Continues

Marking an official end to the Sutter Street "trial enforcement" traffic plan and the beginning of a new period of general traffic enforcement throughout the entire downtown area, members of the Chamber's Traffic and Highway Committee which sponsored the trial program met last Friday with representatives of the Municipal Court and the police committee of the Board of Supervisors.

Held in the Chamber's conference room, the meeting was called to review accomplishments of the Sutter Street program and to map plans for future cooperative action between the Chamber and other city agencies, toward increased vigilance over the downtown traffic situation.

Special guests were Carl H. Allen, presiding judge of the Municipal Court; Marvin E. Lewis, member of the police committee of the Board of Supervisors; and James Cannon, Chief Clerk, Traffic Fines Bureau.

Consensus of the group, representing, additionally, the Police Department, Public Utilities Commission, Municipal Railway, National Safety Council and the Chamber,

(Continued on Page 4, Column 1)

— Second Century of Progress —

Chamber Sends Telegram Urging Action On Strike

Concerned over effects of the railroad switchmen's strike on war efforts of the West Coast, Chamber President Alan J. Lowrey last week sent the following telegram to President Truman:

"Urge immediate aggressive action on the part of the administration to put a stop to the wildcat so-called sick strike of switchmen that is tying up commerce and seriously affecting our war efforts.

"Already have reports that Portland, Eugene, Salem, Klamath Falls, San Jose, Watsonville and El Paso are seriously affected and that the activity is spreading.

"This is absolutely un-American and certainly will not please our boys in Korea. We urge prompt and forthright action."

Scheduled for noon today at the Commercial Club, the luncheon will be conducted by Chamber President Alan J. Lowrey. Accompanying Mr. Ford will be executives from his Dearborn, Michigan office, and the Richmond, California plant, and Bay Area representatives of the firm.

Heading one of the nation's largest production enterprises, Ford at 32 years of age is considered by many to be a production genius. He is the grandson of Henry Ford who assembled his first gasoline engine in 1893.

Reservations for the luncheon will be available until 11:45 this morning at Chamber offices, it was announced.

— Second Century of Progress —

Chamber Distributes Data On Import-Export Prices

Immediately upon receipt of the General Ceiling Price Regulation of January 26, 1951, the World Trade Department of the San Francisco Chamber of Commerce duplicated those sections of the regulation affecting the import and export business and distributed copies to all Chamber members interested in world trade and related services.

Alvin C. Eichholz, Manager of the Chamber's World Trade Department, explained that the purpose in distributing the Price Regulation as it applies to the import-export business was that San Francisco world traders might have an opportunity to study it and make recommendations to the Chamber for any necessary action.

In a covering letter, Eichholz said, "These

(Continued on Page 4, Column 2)

Chamber Aims, Functions, Explained To New Members

Close to 100 new members of the San Francisco Chamber of Commerce met at the Commercial Club last Monday for the first Assimilation Meet sponsored by the organization's Second Century Club.

Purpose of the gathering was to acquaint new members with the workings of the Chamber and to reveal how it can be of "vital aid in the daily prosecution of a member's business," according to G. L. Fox, Chamber General Manager and one of the principal speakers at the meeting.

Rohde In Capital On Air Rates Case

Walter A. Rohde, Manager of the Chamber's Transportation Department, is in Washington, D. C., this week, representing the Chamber in a hearing of the Civil Aeronautics Board on the "West Coast Common Fares Case."

Chamber General Manager G. L. Fox said that Rohde's purpose is to defend the existing air passenger fare structure between San Francisco and eastern points, in the face of proposed CAB increase of rates.

Early last month the Chamber petitioned the CAB to dismiss the proceeding, pointing out that there was no evidence the air lines were losing money under the present fare structure. The CAB refused the petition.

— Second Century of Progress —

Board Acts In Truck Rates And Insurance Questions

The Board of Directors of the San Francisco Chamber of Commerce has gone on record in opposition to a general statewide increase of minimum truck rates, but not to rate increases for individual carriers "where need is shown."

Following a recommendation by its Shippers Traffic and Carriers Traffic Committees, Walter A. Rohde, Transportation Department Manager, appeared at a hearing of the Public Utilities Commission of California held in Los Angeles. Rohde voiced the Chamber's position in regard to the minimum rate question recently raised by major California truck lines through a statewide association.

The Chamber, also with Board approval, has advised the Public Utilities Commission that it recommends an increase in public liability insurance as listed under the provisions of the Highway Carriers' Act.

The amount of public liability insurance now required is \$5,000 for one person and \$10,000 for more than one, and property

(Continued on Page 4, Column 3)

Frederick B. Rice, Loomis Armored Car Service executive and President of the Second Century Club, welcomed the assemblage and introduced Alan J. Lowrey, Chamber President, who detailed the mutuality of interests of the Chamber and its members.

Following the Assimilation Meet, the new Chamber members inspected the working facilities of the organization, visiting every Department in the Chamber's recently remodeled building at 333 Pine Street.

Announcing . . .

Seventh National Marketing Conference

MARCH 6 AND 7 — FAIRMONT HOTEL

ONCE EACH YEAR the Chamber of Commerce of the United States, in cooperation with local Chambers and other groups, organizes a National Marketing Conference which provides for the businessman a close examination of retail, wholesale and distribution processes as they relate to his prosperity and that of the country. Speakers are top authorities from many parts of the nation. This year the National Marketing Conference is to be held in San Francisco, with these declared purposes:

- 1) To examine and emphasize the position of retail, wholesale and service industries during mobilization;
- 2) To further the understanding of the distribution process as a vital channel of supply for civilians as well as for defense industries;
- 3) To disseminate the latest scientific managerial methods of maintaining efficient distribution while adjusting operations in line with emergency influences on manpower, supplies and merchandise.

These are things YOU will want to hear . . . Plan NOW to attend!

(SEE PROGRAM ON NEXT PAGE)

Conference Sponsored By:

Chamber of Commerce of the United States

Oakland Chamber of Commerce



San Francisco Chamber of Commerce

in cooperation with

San Francisco Retail Dry Goods Association

San Francisco Retail Merchants Association

San Francisco Sales Managers' Association

San Francisco Advertising Club

Advertising Association of the West
California State Chamber of Commerce

California Retailers Association
Retail Merchants Association
of Oakland

Oakland Advertising Club
University of California

Stanford University
University of Santa Clara
University of San Francisco
College of the Pacific
Golden Gate College
American Marketing Assn.
(Northern California Chapter)

RESERVATIONS

\$12—Including All Sessions,
Two Luncheons, One Dinner

*Please Return
Coupon Promptly*

or Phone EXbrook 2-4511, Ext. 76

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4.

Please reserve _____ place(s) for me at \$12 per place at the
Seventh National Marketing Conference to be held March 6 and 7
at the Fairmont Hotel.

Check
Enclosed

Name.....
Firm.....

\$..... Address.....

PROGRAM—Seventh Marketing Conference

TUESDAY, MARCH 6

10:00 A.M. — Terrace Room — Presiding: ADRIEN J. FALK, *President, California State Chamber of Commerce*

Invocation: The Rev. Claude J. Collins, C.S.P., Old St. Mary's Church, San Francisco

1. **"Selling in Today's Market"** — W. Paul Jones, President, Servel, Inc., Evansville
2. **"Relating the Costs of Distribution Services to a War Economy"** — Dr. Harold Alsbaugh, Manager, Sales Research and Control, H. J. Heinz & Company, Pittsburgh
3. **"How the Wholesaler Can Meet Today's Responsibilities"** — J. R. Christiansen, Zion's Co-Operative Mercantile Institution, Salt Lake City; and Director, Wholesale Dry Goods Institute

Floor Discussion

12:15 P.M. — LUNCHEON — Tonga Room — Presiding: ALAN J. LOWREY, *President, San Francisco Chamber of Commerce*

Address: Open

2:15 P.M. — Terrace Room — Presiding: KARL M. STULL, *President, San Francisco Retail Dry Goods Association*

1. **"Manufacturer-Distributor Relations During a National Emergency"** — Mr. John L. Buscy, Vice President in charge of Marketing Policy, General Electric Company, New York
2. **"How Distributors Can Meet Their New Public Relations Problems"** — Abbott Washburn, Manager, Department of Public Services, General Mills, Inc., Minneapolis; and member, Executive Committee, Public Relations Society of America, Inc.
3. **"Retailer Problems Today"** — Philip Cortin, Vice President, Bullock's, Inc., Los Angeles

Floor Discussion

7:00 P.M. — DINNER (Informal) — Venetian Room

Presiding: DUNLAP C. CLARK, President, Central Bank of Oakland; Director for Finance, Chamber of Commerce of the United States; and Chairman, 1951 National Marketing Conference

Address: "What of Tomorrow" — EARL O. SHREVE, *Past President, Chamber of Commerce of the United States*

WEDNESDAY, MARCH 7

10:00 A.M. — Gold Room — Presiding: MALCOLM BROCK, President, Malcolm Brock Company, Bakersfield; and President, California State Retailers Association.

Call to Order: RILEY W. DOE, Vice President, Safeway Stores, Inc., Oakland

1. **"Manpower and Training Problems in Distribution"** — Charles T. Lipscomb, Jr., President, Pepsodent Division, Lever Brothers Co., New York
2. **"Are Fundamentals of Sound Marketing Changing?"** — Bennett S. Chapple, Jr., Assistant Vice President, United States Steel Corporation, Pittsburgh.
3. **"How International Developments Affect the Business Outlook"** — Arno Johnson, Vice President, J. Walter Thompson Co., New York

Floor Discussion

12:15 P.M. — LUNCHEON — Red Room — Presiding: W. H. PARK, *President, Oakland Chamber of Commerce*

Address: "The Importance of the American Opportunity Program" — W. S. ROSECRANS, President, W. S. Rosecrans, Inc., Los Angeles; and Vice President, Chamber of Commerce of the United States

2:15 P.M. — Gold Room — Presiding: LOUIS J. BREUNER, Chairman of the Board, John Breuner Company, Oakland

1. **"How Marketing Research Serves Distribution in a War Economy"** — H. D. Everett, Jr., Director of Marketing Research, Ford Motor Company, Dearborn
2. **"How the Service Industries Can Meet Today's Responsibilities"** — Ransom M. Callicott, Clifton's Brookdale, Inc., Los Angeles; and Director, National Restaurant Association
3. **"Small Store Problems in a War Economy"** — Gerard Klomp, Grocer, Ogden Utah; and President, National Association of Retail Grocers

Floor Discussion

Adjournment

For Conference Reservations — Return Coupon on Opposite Page

Winter Market Week Brings Record Attendance At Mart

Smashed attendance records of the Winter Market Week, which closes tomorrow at the Western Merchandise Mart, are striking evidence that San Francisco is an ever-growing home goods market, according to Carroll A. Snyder, the Chamber's Domestic Trade Department Manager.

Total attendance was over 15,000, he said. Visitors were attracted by lines displayed in the Mart of more than 2500 manufacturers of furniture, floor coverings, radios, television sets, appliances, housewares, decorative fabrics, toys, etc.

In addition, 2500 other lines were exhibited at Civic Auditorium and three hotels for the 22nd Western Gift, China, Glass, Lamp, Stationery, Jewelry, Toy and Housewares Shows.

Snyder attributes some of the attendance rise to the desire on the part of buyers to acquaint themselves with the full picture in the home goods field because of forthcoming production curtailment. However, he feels that a good part of the increase is a "natural trend in this continually growing market."

Sutter 'Trial' Ends

(Continued from Page 1)

was that the Sutter Street program had improved traffic flow "tremendously" and that means will now have to be found for increasing enforcement.

Cooperation among the Police Department, the municipal courts, the police committee of the Board of Supervisors and the other groups, was pledged toward finding the best solution to San Francisco's traffic problem which, in spite of the Sutter Street program, persists generally throughout the downtown area.

Colonel Mills reported the Municipal Railway buses are now transporting approximately 58,000 persons a day on Sutter. He also said the buses represent 15 per cent of all the vehicles on Sutter, occupy five per cent of all the curb space, yet carry from 35 to 40 per cent of all the people using the street.

Supervisor Lewis said that if increased fines are approved either by the Board of Supervisors or by vote of the people, the new fines would be "penalty fines" to discourage violations, rather than "revenue fines."

Captain Eker reported checks by his men at Sutter and Powell Streets last week revealed that from 7:30 a.m. to 9 a.m., 492 automobiles carry 832 persons drove inbound (east) on Sutter. In the peak hours at night (4-6 p.m.) 584 cars carrying 906 persons drove outbound (west). He pointed out that the average number of persons carried by each private automobile was approximately 1.5—a lower average passenger-per-car figure than in most cities.

Port Mobilization Meet To Be Held Soon

The nation's first major harbor conference on port and shipping mobilization since the Korean war will be held in San Francisco on Wednesday, February 21, it was announced this week by conference chairman John E. Cushing, Pacific American Steamship Association president, who is also head of the Chamber's Port Promotion Committee.

Called the Bay Area Ports and Transportation Conference, the meet will be held in the Rose Room of the Palace Hotel. It will be an all-day gathering of civic, government and industrial leaders interested in San Francisco Bay port commerce and related transportation problems.

The luncheon session, to be held under auspices of the Propeller Club, will feature as principal speaker Vice Admiral Edward L. Cochrane, USN (Ret.), chairman of the Federal Maritime Board of Washington, D.C.

More than 25 major Bay Area organizations, including the San Francisco Chamber, are participating in the conference.

— Second Century of Progress —

Haight Business Conference

Merchants of the Haight-Ashbury District gathered last Monday night at the Haight Grill for the first in a series of four conferences designed to aid members in achieving more efficient business operation and management.

Monday's meet was titled "Sharpening Management Tools." Subsequent gatherings will deal with Manpower, Merchandising and Customer Relations, according to Jack Seibert, president of the Haight-Ashbury Merchants Improvement Association.

The conference series is led by Earl Kieselhorst, management training specialist of the Distributive Education Service of the California State Department of Employment.

Price Regulations

(Continued from Page 1)

provisions (those relating to world trade) are general and we can see difficulties arising in the administration of the order. As usual, there will be amendments and interpretations which we will endeavor to make available as we did when the General Export Control Order came out two years ago.

Romaine Elected President Of Photographers' Assn.

Karl Romaine, noted San Francisco portrait and commercial photographer, has been elected new president of the Northern California Photographers' Association.

Romaine, who has operated a studio in San Francisco for 18 years, succeeds Dick Mercer, local photographic illustrator and the group's first president.

Other new officers include: Elmer Moss, Moss Film Productions—first vice president; Jean Milo, Jean Milo Studios—second vice president; Sue Jones, Embassy Studios, Oakland—secretary; and Robert Skelton, Skelton Studios—treasurer.

Formed in June, 1949, the association has as its aims the creation of better understanding among photographers of Northern California and the sharing of latest technical developments.

— Second Century of Progress —

American Airline Starts New Incentive Program

"Million-Air Holidays," a new idea for industrial and commercial incentive programs in stepped-up defense production, is being introduced by American Airlines, Inc., in cooperation with the American Express Company and the Carr Speirs Corporation.

The plan is a complete incentive program featuring travel rather than merchandise as prizes. It will be available to firms projecting campaigns to increase production, reduce absenteeism, reduce spoilage or to stimulate any other activity requiring individual effort.

R. W. Baker, District Sales Manager for American Airlines, said that it should be especially effective as a contribution to a firm's defense production goals. He said it marks the first time an incentive program, featuring travel as an award, has been available to firms as a "complete package."

Truck Rates Action

(Continued from Page 1)

damage of \$5,000. The Chamber feels that the minimum requirements should be \$100,000 where one person is involved, \$200,000 for more than one person as a result of any one accident, and minimum property damage in the amount of \$10,000. The Chamber recommended that cargo insurance be required in all cases and that a 30-day notice of cancellation of any policy be required. There is no such provision at present.



SECOND CENTURY OF PROGRESS

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business EXTRA!

...on demonstration system... 230 Valencia... in the main office at 88 Battery... to plans in Santa Cruz, San... on 1201 Warren. Mayor Elmer E...

The National Standard Parts Assen... will hold a Western States section... business meeting Wednesday, February 15... at the St. Francis Hotel, according to J. L... chief executive vice president of the Association.

...Industry dinner meeting Monday night... a gift and Art Forum breakfast Tuesday... morning, and a Western Furniture Indus... try Seminar and dinner Tuesday night.

...CHURCHILL to Mrs. W. J. ... moved view point about it. General Electric... Company and a Director of the Santa Cruz... Chamber of Commerce. The dinner... meeting featured talks by Fred L. (Duffy)... were present. Television Radio Division of... of Utility Corporation, and W. Paul... president of Sevel, Inc.

...tured speaker at the opening of the indus... and joined by Mrs. J. G. ... of the ... in Washington, D. C. Mayor ... of the ... Air Force ... of the ... F. Robinson...

ry of World Exhibits

rd World Trade Fair

...nesses, third annual World Trade... various exhibits represent... of the principal trading and vaca... of the world, based on results of... the fair, a special space was opened... space exhibitors.

Public Utilities Commission

Grants Chamber Petition

A petition for an Examiner's proposed... report in the rates rate phase of C... 1948, involving revision of num... rates of rates of both telephone and... trucks throughout California, has been... filed by the Public Utilities Commission... to the Public Utilities Commission... the Transportation Department, filed the... petition on October 16. At that time he... pointed out that because these provisions... were instituted more than five years ago... an exceedingly large and complex record.

Chamber Congratulated For

City's Representation At

Washington All-States Fair

...J. A. Sawyer, manager of the Cham... of the All-States Fair. The Trade Department received... this week from Mrs. Lucille McGinn... congratulating the Chamber on its recent... shipment of flowers donated by Albert... Sullivan to the All-States Fair in Wash... D. C.

Chamber Working For Establishment Of

\$300,000,000 Air Force Academy Here

The San Francisco Chamber of Commere... has launched a campaign to secure establishment in Northern California of the \$300,000,000... United States Air Force Academy now under consideration by the Army... In preparation for arrival here about the end of the United States Air Force Academy... the Chamber of Commerce has been... assisted by Herbert Chodson, president... of the Junior Chamber of Commerce.

Adrien Falk To Be

Honored By C. of C.

In appreciation of his many contributions... to civic and public affairs, Adrien J. Falk... will be honored by the San Francisco... Chamber of Commerce and commercial... a testimonial luncheon Tuesday... at the Commercial Club.

C's Port Study

On Television

...an camera brought the Port Pro... of the San Francisco Chamber... members, close to the public... when "San Francisco Ports... a presentation of Station... and the Chamber Advertising... cultural details of the report pub... by the Chamber.

Chamber To Sponsor

Opening Night At

Grand National Livestock Exposition

Brownie busting, calf roping and all the other activities... will explode in a tumult of cowboy wiles and pageantry... Annual Grand National Livestock Exposition... 27—and on hand to give the kick-off to...

Firms Urged To Help

Business-Education

Thousands of business firm... member organizations of the... the city as a whole and to its... the Chamber of Commerce, will... next week be participating in... Business-Education Program... November 10, according to... chairman of the Program.

Endorsements Truman

Port Message

...of the Chamber of Directors... message... the... a tele... President... member.

Enthusiasm Reported High

For Valley Days In S. F.

Enthusiasm expressed by Kern County... businessmen in "Valley Days In San Fran... race" was reported this week by Walter... Brown, manager of the Chamber's Public... Affairs Department, on his return from... visit to Bakersfield.

er Suggests Action

False Alarm Hazard

...alarm accident case in which... Chief John Webb lost his life and... McGraw was seriously in... week has started the Chamber's... Committee to special action, at... of this week, in John B. Quayle...

May Indust

Reported

A survey of Bay Area... panions during May... galed by the Industries... San Francisco Chamber of Commerce... shows the following statistics:

Second Century of Progress' Program

The Sierra County Co. of... has planned a mill and... panion program. The new plant... located in a four-story building at... and Broadway, purchased in 1946. Motor... after several weeks of preliminary study...

Does

Session

...of the Chamber of Directors... endorsed at the... of the... Chamber, Port... committee explained... on Promotion and... of San Francisco...

Stanford Research Host

Chamber Directors, Staff

Doors to one of the most famed tea... finding institutions in the world, Stanford... Research Institute, were opened wide for... Thursday, February 16, to 35 San Francisco... Chamber of Commerce Directors, staff... executives and San Francisco representatives...

ness in Defense

...ent orders under the National... authority provide for restriction... of use of certain critical... These are broadly summarized... for information and guidance... in Complete copies of the orders... filed from a limited supply at the... of the National Defense... of Commerce 553 B-1. Reference copies are on file at... Division of Commerce, Department...

Second Century of Progress' Program

Completion of one hundred years of community service is the spirit behind on which the San Francisco Chamber of Commerce is launching a broad new program of expanded objectives and activities under its "Second Century of Progress" Program.

Second Century of Progress' Program

These have been the first in a series of business group conferences scheduled by the Chamber to obtain the best thinking of lay-minded business and professional men and women on the subject of planning now for future needs in community development and business promotion for San Francisco and the Bay Area.

Trade Delegation

To Visit Honolulu

Lens and aloha and the sent aloha... Hawaiian shores headlong for hula... of the San Francisco Chamber... Commerce who will be a little com... of business with pleasure crafts, the Kai... And that's not from a travel agency... what each and every member of the... to find, when 3 Chamber trade delegation... embarks, October 2, on the Matson liner... line Larkline, bound for Honolulu... other of the Chamber's "good will" visits...

Chamber Starts New Drive For Industry

FINANCE SECTION ADDED; 1950 CHAIRMEN APPOINTED

Highlighting a concentrated drive for new plants to fill the gaps in the Bay Area...

C. Anniversary

Reflect Century

of Industry's Progress

In recognition of the first national observance of "Arm of Forces Day," the San Francisco Chamber of Commerce and the Commercial Club will sponsor a luncheon program, May 12, in the Commercial Club.

Chamber Starts Campaign

On Education For Census

The San Francisco Chamber of Commerce...

Chamber Urges Revision

Of S. F. Building Code

By recommendation of the Sites and Buildings Section of the Chamber's Industrial Development Committee, the Board of Directors of the San Francisco Chamber of Commerce went on record this week in favor of correcting "certain inequities" in the San Francisco Building Code.

Chamber Urges Revision

Of S. F. Building Code

...ations which will be made to members... work, according to Carolyn A. Stevens, Manager of the Chamber's Domestic Trade Department.

Chamber Starts New Drive For Industry

FINANCE SECTION ADDED; 1950 CHAIRMEN APPOINTED

Highlighting a concentrated drive for new plants to fill the gaps in the Bay Area...

SAN FRANCISCO CHAMBER OF COMMERCE

C. Anniversary

Reflect Century

of Industry's Progress

Nineteen Hundred Fifty—A Busy Year!

Your Chamber of Commerce

*A message from Paul A. Bissinger
1950 Chamber President*

Your Chamber has just passed the threshold of its Second Century of Progress, marking its 101st year of service to San Francisco and the Bay Area. Representative of these decades of achievement, the year 1950 nonetheless stands out as a period of especial accomplishment in a great many fields—and it is these attainments which this Annual Report seeks in small part to record.

Because of the vast scope of its activities and the exhaustive list of one year's projects, only the highlights may be set down in these pages. But it is hoped that these "samples" will serve once again to remind you that you are a part—and an important part—of a vital, living organization with arteries that carry, in large measure, the very life-blood of a great city's progress and achievement.

In examining this record of accomplishment, it might be fitting to stop for a moment and give thought to the broad objectives of this group to which you belong—betterment of the city which is your home . . . the spreading of prosperity through all levels by means of stimulating business and industrial activity . . . upholding the good life and all of the sacred heritages of our nation by guarding closely and ever advancing the ideals and practices of American democracy. . . . Be a part of these ideals throughout the year ahead . . . be active in Chamber work. Your help is always needed.

COMMUNITY SERVICE by your Chamber takes many forms. It is the day-by-day work of 14 specialized Departments and 65 Committees, reaching into virtually every phase of community life. But it is more: it is the city-wide events, the luncheons, the "projects," which bring together all elements of the area—in common understanding, endeavor and enjoyment. Last year your Chamber sponsored many events; briefly described below are but a few . . .

Business-Education Day

IN ONE of the most important projects ever undertaken by the Chamber, this day—November 10, 1950—was set aside for the purpose of achieving greater understanding and cooperation between businessmen and teachers of San Francisco. More than 300 local firms opened their doors to 3,200 school teachers; the entire day was devoted to friendly assimilation—providing businessmen with a clearer conception of teachers' tasks and problems, and giving educators a first-hand understanding of how American business operates. A cornerstone was laid for greater future cooperation between these two important elements of the community—a cornerstone for greater civic progress.

Census "Education"

A FEDERAL Decennial Census, as the name implies, comes but once in ten years—and San Franciscans like all others, in order to give full cooperation, require some education as to its purpose and operation. This help was provided last year by your Chamber, which directed, through President Paul A. Bissinger, a "Citizens Committee For Census Cooperation." The Chamber worked with local census officials and with the public, and provided over 165,000 report forms; result—an accurate count of San Francisco's multi-thousands.

100th Anniversary Party

COMMEMORATING its 100th year of service, your Chamber sponsored a week of special events last April which ran the gamut of hospitality and entertainment. There were luncheons, receptions, dinners, reunions, and through them all ran the thread of pride that comes once in a lifetime—when an organization has achieved its first century of honor. All San Francisco was generous in its tribute to your Chamber.

Thanksgiving Luncheon

BUSINESS and civic gratitude for the accomplishments of 1950 were offered at the Chamber's first Thanksgiving Luncheon last year, starting a new tradition in San Francisco.

Highlights of the luncheon were an address by Lt. General A. C. Wedemeyer, and presentation by Reginald H. Biggs of a list of San Francisco's "blessings."

"Valley Days In S. F."

TO GIVE first-hand evidence of the vast scope of facilities offered by the Bay Area, the San Francisco Chamber last year entertained 174 business, civic and industrial leaders from 40 different cities of the San Joaquin Valley.

During their two-day stay, the southern leaders explored the city's commercial, industrial and shipping facilities and learned of the mutuality of interests between San Francisco and the San Joaquin Valley. Trade relations between the two areas were substantially strengthened.

Port Promotion Program

ONE of your Chamber's most worthwhile projects of 1950 was an exhaustive study of the port and means by which it could be improved. This resulted, at year's end, in a highly informative report and the appointment of John E. Cushing to head the Chamber's new Port Promotion Committee. This group is now engaged in an action program of improvement based on the 1950 report.

New Chamber Offices

ONE of the first steps at the beginning of the Chamber's Second Century of Progress was the presentation to Mr. and Mrs. San Francisco of a completely remodeled Chamber of Commerce interior.

Members look on the sparkling new headquarters as more than just an attractive place to visit. The improved working offices of the organization's 14 Departments offer greater convenience and efficiency of service. Highlight of the remodeled interior is a "Mural of Progress" depicting San Francisco's history in panoramic color.

World Trade Week

IN RECOGNITION of the value of world commerce to San Francisco's economy, the Chamber was chief sponsor of last May's gigantic World Trade Week here. Highlighted by the largest World Trade Fair ever held in the city, the Week included eight separate events. It promoted this city's commerce by bringing buyer and seller together; it increased common understanding throughout San Francisco of the meaning and importance of world trade.

1950 FINANCIAL HIGHLIGHTS

Income of the San Francisco Chamber of Commerce during 1950 from dues, special funds and other sources totalled		\$343,502.15
Expenses amounted to		\$42,947.15*
1950 Income exceeded 1950 Expenses by		\$55.00
January 1, 1951 cumulative surplus was		10,276.45
In addition, the Chamber incurred expenses in the sum of \$55,000 for advertising and publicity for which it was reimbursed by the City and County of San Francisco.		

Agricultural Department

No single event more realistically pictured the natural bond that exists between business and agriculture of this area than the Third Annual Agricultural-Business Conference held in March of 1950 under direction of the Chamber's Agricultural Department. The inter-dependence of San Francisco and surrounding rural areas, the importance of this city as the center of a vast distribution network for farm products, the absolute relation between prosperity of the farm and prosperity of the city—all showed up in sharp focus when more than 100 businessmen and farmers gathered around a conference table here for a full day's discussion of mutual problems and difficulties.

This was probably the highlight of the Chamber's Agricultural Department activities last year—and it is representative of the Chamber's constant work to enhance urban-rural relationships.

Another example of the same thing

was this Department's promotion of the Sixth Annual Grand National Livestock Exposition and Horse Show at the Cow Palace—including the choosing and honoring, by a Chamber-staffed committee, of the California man adjudged to have contributed most to the livestock industry during the previous year.

And, in addition to sponsoring the opening night at this western extravaganza which brought ranchers by the thousands to this city, the Agricultural Department actively participated in the Junior Livestock Exposition held earlier in 1950—adding its encouragement to the efforts of young farmers from Northern and Central California.

This Department also cooperated with the California Redwood Association in support of a voluntary program for tree farms in the State to insure a continuing supply of timber for future needs.

RANDLE P. SHIELDS, Manager
JOHN LAWLER, 1950 Committee Chairman



A. T. SPENCER of Yala County (left) receives Chamber award for outstanding contribution to the livestock industry from Paul A. Bissinger, 1950 Chamber President.

Members additionally supported the disposal of surplus crops through private enterprise, reactivated the Produce Market Study Group to investigate proposals for a new Produce Market site here, and worked with the Adult Authority in reviewing methods whereby men on parole may go to work on agricultural jobs.

Aviation Department

JOHN P. GILCHRIST, Manager
HENRY EICKHOFF, JR., 1950 Committee Chairman

In November, 1950, word came from the United States Air Corps that the proposed \$300,000,000 Air Force Academy was again a subject of immediate consideration. The San Francisco Chamber of Commerce was advised that the Air Forces' Sites Selection Board would visit California during the month of December to consider three Northern California sites.

Immediately, the Northern California Air Force Academy Interim Committee of the Chamber's Aviation Department, envisioning the boon to this region both industrially and avia-

tion-wise by such an enterprise, put all of its energy into organizing Northern California into a "united front"; purpose—to promote the area as a whole for consideration by the Air Corps over all other areas in the West.

This is an example of the breadth of vision—seeing beyond the confines of San Francisco proper—and the area-wide cooperation exercised consistently through Aviation Department activities—directed not only toward promoting San Francisco as the "air terminal of the Pacific" but also toward strengthening the entire area as a center of air travel, both commercial and military.

Efforts toward securing this Air Corps installation comprised one of this Department's major activities of 1950. After gathering together representatives of all interested communities of the area, the Department directed the compiling of a 50-page brochure—a sound presentation of reasons why one of several locations in Northern California should be chosen as the site of the new academy.

The brochure was presented to the Site Selection Board in December,

and although action has since been deferred because of the war situation, it is strongly believed that it will have considerable influence "when the time comes."

Other accomplishments of this Department's Committees last year included studying and supporting a new plan for development of the San Francisco International Airport Terminal Building; securing increased parking facilities at the San Francisco Municipal Airport; obtaining the word of the California State Highway Commission to erect highway signs directing traffic to the Airport; and providing information services for the Air Traffic Conference of America and for the International Air Transport Association conventions in San Francisco during October.

The Department was host to 26 Royal Canadian Air Cadets who were in the city on an "exchange tour" of the United States; cooperated with United Helicopters, Inc., in dedicating the San Francisco Heliport at the Ferry Building; and, through its Manager, represented the Chamber at the California Air Clinic and Fair in Berkeley and Oakland and at the dedication of a new airport in Coalinga (see picture, column 1).



COALINGA'S Mayor C. L. Kaiser (left) greets John Gilchrist, who helped dedicate the southern city's new \$20,000 airport runway last September.

Civic Development Department

DAVID P. STREET, Manager
J. W. MAILLIARD, III, 1950 Committee Chairman

Other 1950 Committee Chairmen: JOHN B. QUIGLEY, Fire Safety; BELFORD BROWN, Traffic and Highway

San Franciscans are finding their city a better place in which to live, because of positive action taken by the Civic Development Department in 1950.

Through its several action committees, this Department held numerous meetings with the Police Department, Public Utilities Commission, the Na-

tional Safety Council, the Municipal Railway, the Department of City Planning and many other civic bodies—to speed improvement of numerous internal conditions needing attention.

The Department, through its Traffic and Highway Committee, created a new idea in solution of traffic problems—the formation of a special committee to study one specific area's traffic movement and then apply the findings to the city as a whole. Sutter Street was chosen as the first study area and results are now being tabulated by San Francisco's traffic agencies.

In line with improvement of both internal and commute traffic, this Department was instrumental in the formation of a Tri-County Bayshore Freeway Committee with a worthwhile goal: early

completion of the Bayshore Freeway. Representatives of chambers of commerce from Santa Clara, San Mateo and San Francisco Counties are still meeting regularly, to assure that a smooth, fast flow of traffic on the Peninsula will one day be an accomplished fact.

To guarantee sound home construction, the Department opposed action of the City Planning Commission in approving subdivision of Twin Peaks property into 25-foot lots instead of 33-foot lots.

Throughout last year the Department's Fire Safety Committee studied recommendations of the National Board of Fire Underwriters relating to reduction of the city's fire deficiency points. Findings were reported to appropriate San Francisco departments so that citizens and business firms would be shown the way to a decrease in insurance rates.

More than 4,000 telephone inquiries were answered and 275 meetings were held in the regular course of business.



WORKING on plans for traffic enforcement as part of civic progress are (seated) Col. Morrison Mills of Municipal Railway, left, and Capt. Jack Eber of Police Department, right. Standing, left to right, are David Canning of "Muni" and the Chamber's David Street.

Domestic Trade Department

1950 Chairmen:

HARRY R. SMITH, Alaskan Affairs Section
HOWARD R. CUYLER, Distributors Section

ALAN J. LOWREY, Hawaiian Affairs Section
RONALD E. KAEHLER, Trade Trips Section

L. S. HAMM, Tax Committee

Encourage businessmen from other communities to buy goods and services in San Francisco and you've improved the prosperity of your community.

This was the premise that motivated the Domestic Trade Department to invite 150 San Joaquin Valley civic and business leaders to San Francisco last year so they could see for themselves the excellent facilities ready and willing to be put at the service of neighboring communities. During their two-day stay, these business and civic visitors were given on-the-spot proof of this area's industrial might and military potentials.

Another facet of this Department's activities was a series of six goodwill trade-development trips which carried a total of 142 Chamber members to Fresno, Ukiah, Eureka, Chico and Reno. (See picture at right.)

In line with exploiting San Francisco's facilities for serving its customers, this Department serviced 14,540 inquiries from throughout the country concerning the development of contacts with San Francisco firms

and their products at the wholesale level. Further, 22,000 directories listing local manufacturers and their products were distributed to all parts of the world; and 163 opportunities for local firms to acquire representation on a manufacturers-representative basis were publicized through "Domestic Trade Tips," regularly listed in the Chamber's bulletin, BAY REGION BUSINESS.

CARROLL A. SNYKER, Manager
JOHN L. MYERS, Assistant Manager

The Domestic Trade Department was instrumental in securing for San Francisco the National Marketing Conference. It also advised local businessmen of the availability of \$300,000,000 in Alaskan contracts.

Serving as joint hosts at the Cotton Cotillion in Bakersfield, members of this Department helped entertain 400 leading citizens of the San Joaquin Valley.



Here's the Department's "goodwill group" that visited Reno last year in one of six 1950 Trade Development tours.

Industrial Department

LEWIS M. HOLLAND, Manager
JOHN E. SLATKY, Assistant Manager

1950 Committee and
Section Chairmen:

RAY W. TURNBULL, Advisory; Harold GUDNASON, Apparel & Textiles; E. W. BACIGALUPI, Chemical Industries; DONALD V. DOUB, Electronics; MARCO F. HELLMAN, Industrial Finance; JAMES G. BREIT, Sites & Buildings; GLEN IRELAND, Special Projects; W. P. FULLER, III, Manufacturers; PHIL R. BRADLEY, Mining.

Swinging quickly into step with the turn of the nation's affairs as a result of the Korean conflict, the Chamber's Industrial Department channeled its specialized facilities and services, continually devoted to expansion of the area's industrial activity, directly into the war mobilization effort. The last half of 1950 saw this Department working closely with manufacturers and sub-contractors, helping in the unified effort to change from a peace to a war economy.

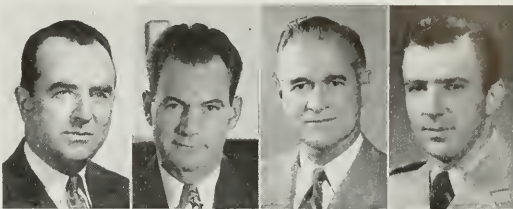
A concrete instance of this help on a mass basis was the Department's exhaustive organization and direction of the first Defense Mobilization Business Conference for Northern California and Nevada. Staged in

San Francisco under sponsorship of the Chamber, this conference was attended by one thousand business people who wanted to learn how their businesses could contribute to the war effort. They learned—through a government team of mobilization and finance specialists, invited by this Department through Chamber Administration. (See pictures above.)

In the meantime, industrial expansion in San Francisco and the Bay Area reached new heights for the year 1950—due, in part, to the continual efforts of the Industrial Department. In the 12-county Bay Area,

more than 500 firms invested over 104 million dollars in new plants and expansions; in San Francisco 130 new industrial projects representing \$11,572,000 created 930 new jobs.

Services by this Department to Chamber members included furnishing regular information on contract awards and procurement, allocation of materials, zoning problems, building permits, warehouse space, financing, new products, and a great variety of other subjects. Staff members interviewed 1,175 persons, made nearly 4,000 telephone calls, wrote 1,475 letters and attended 107 meetings. They and Committee members worked with 250 industrial prospects, giving advice and encouragement on locating new industry in this area.



FOUR of the mobilization and finance specialists who addressed the Chamber's Defense Mobilization Business Conference: left to right, Clifton Mock, Walter J. O'Donnell, Harry Blythe, Comdr. Philip Ashler.

A few of many Committee accomplishments were: striving for reactivation of strategic metal mining in the West—Mining Committee; urging revision of the Anti-Trust laws—Manufacturers' Committee; helping San Francisco's Style Centennial—Apparel and Textiles Section; bringing into favorable consideration the financing of a \$4,500,000 industrial project—Industrial Finance Section. The Chemical Industries, Electronics, Sites and Buildings and Special Projects Sections also contributed heavily to a year of accomplishment.

A highlight of staff activity during 1950 was a three-week industrial development tour of prospects in Washington, D.C., New York, Cleveland, Detroit and Chicago—made by the Department Manager.

Membership Relations Department

JOSEPH M. O'DONOHUE, Manager
LLOYD E. GRAYBIEL, 1950 Comm. Chairman

A Chamber of Commerce with a substantial, active membership is like a well-equipped army—it can move forward with assurance. Maintaining and increasing this "lifeblood" of the organization to provide the necessary strength and financial income are indispensable to the Chamber's program and are functions of the Membership Relations Department.

Two hundred fifty-nine new members were enrolled in the San Francisco Chamber of Commerce during 1950. In addition, 45 regular members increased the financial support they were already giving, and 33 former members rejoined the Chamber. This

increased membership and support was achieved through a conscientious, year-long program of education, supplemented by a special two-day membership drive by 70 volunteer workers.

Under leadership of the Department's new Manager, this three-way program has been in force: (1) securing a large number of new members, (2) achieving increased participation in activities and greater support of the Chamber's program by current members, and (3) supplying more thorough information to members and the public about the Chamber's action program and its vital signifi-

cance to the prosperity and civic progress of everyone in the community.

The last of these objectives has been sought by the inauguration and implementation of a special program under a new Chamber organization—the Second Century Club. Formed early in 1950 with a working membership of 50 young business executives, the Club's specific goals have been the securing of new members, assimilating and integrating them, and through a Speakers' Committee, publicizing and explaining the Chamber's contribution to the economy and welfare of San Francisco and the Bay Area. (Members pictured below.)



Members of the Chamber's Second Century Club, shown at one of their regular luncheon meetings held last year.

Public Affairs Department

When a nation is forced into a war during the 20th Century, there is immediate need for military preparedness and manpower, civilian defense measures and blood for the wounded.

The Public Health and Armed Forces Committees of the Public Affairs Department geared themselves for action when the seriousness of the Korean war first became apparent.

The Armed Forces Committee in 1950 urged immediate Civilian Defense action in San Francisco. The Public Health Committee met with Director A. G. Cook, of the San Francisco Disaster Council and Corps, to find means of aiding the populace of the city, should the need arise.

The Armed Forces Committee recommended that Congress be urged to improve the defenses of Alaska and the Pacific Coast as well as any other area especially vulnerable to attack.

This Committee also encouraged enlistment in the reserve forces, urged local business firms to grant military

leaves of absence to those employees actively engaged in reserve activities, and studied ways of procuring additional blood for the Red Cross and Irwin Memorial Blood Bank.

A necessary service to the members of the Chamber in peace or war is the legislative activity of the Public Affairs Department. During 1950, three sessions of the California State Legislature were held; the Manager of this Department attended all three and

JOHN P. GILCHRIST, Manager
WARREN BURKE, 1950 Armed Forces Committee Chairman
HIRAM W. JOHNSON, III, 1950 Public Health Committee Chairman

reported on important matters.

One of the salient features to come before the 1951 State Legislature will be California reapportionment. During 1950, this Department made a study of the subject and submitted it to all interested parties.

Relations were strengthened with city government by attending meetings of the Board of Supervisors and special committee hearings, and by personal contact with city officials.



Chamber General Manager G. L. Fox (left) and Department Manager John Gilchrist (right) point out sights to two members of Air Cadet League of Canada, 26 of whom Mr. Gilchrist's Department hosted last year.

Publicity Department

WALTER J. BROWN, Manager
RAYMOND FOURNIVAL, Press-Radio Representative

Because of the varied scope and interest of its work, the Chamber is quite consistently a news-maker. Indicative of this fact, and representative of the excellent cooperation by all media, is that a total of 3,600 published stories about Chamber activities, with facts provided by the Publicity Department, reached San Francisco's thousands of newspaper and magazine readers last year.

Additionally, local radio and television stations gave an aggregate of many hours to Chamber news; daily and weekly newspapers in other sections of the Bay Area, throughout Northern California and even in other Pacific Coast States contributed much to this Department's accomplishments; local and regional magazines

and many special publications spread knowledge of the Chamber and its projects even farther.

This publicity coverage was effectuated by a staff whose job, broadly speaking, is two-fold: (1) to gather, evaluate and release information on Chamber activities to the public and to Chamber members; (2) to publicize and promote the city.

Ways in which the Publicity Department accomplished this were:

1. Writing and releasing 377 separate news stories—an average of more than one a day—to the media mentioned above.

2. Writing and publishing the Chamber's weekly bulletin, BAY REGION BUSINESS (including com-

pilation and production of the Annual Report) with 52 issues carrying more than 750 separate accounts of Chamber activity to an average readership of 8,500. Use of color in "BRB" was begun for the first time last year.

3. Writing and placing in specialized publications a score of special stories, "color" and technical, about San Francisco.

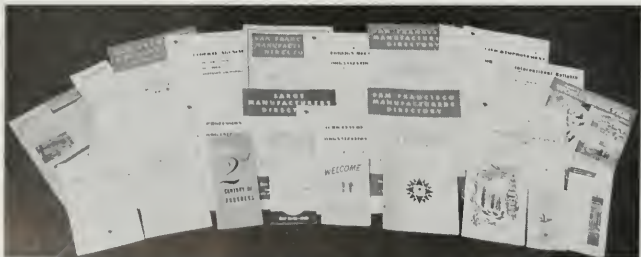
4. Arranging complete publicity—advance stories, hosting of press representatives, and "follow-up" coverage—for 50 different occasions including 27 luncheons, eight dinners and seven press conferences.

5. Supplying out-of-city publications with 662 photographs and 16 engravings of San Francisco.

6. Handling all publicity for special events sponsored or cooperated in by the Chamber—such as World Trade Week, the 1950 Decennial Census, "Valley Days In San Francisco," the Chamber's 100th Anniversary, "Business-Education Day" and others.

6. Copywriting, layout and production of 16 pieces of special Chamber literature including an eight-page folder on Chamber goals, "Program For a Second Century of Progress."

The Department gave publicity counsel or active aid to 588 different persons and organizations in 1950.



Some of many Chamber publications put out last year to provide helpful data and to publicize activities.

Research Department

Figures can be impressive—especially when they tell you that the Chamber's Research Department serviced 22,080 written requests and 33,720 counter and telephone inquiries during 1950—a total of 55,800 individual service assignments fulfilled which represented an increase of 12.3% over 1949.

In addition to the servicing of thousands of inquiries, this Department constantly disperses vital factual information and counseling services to the businessmen of the area for more successful prosecution of their daily activities.



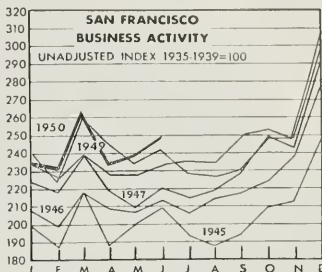
"Economic Survey,"
compiled each year
by this Department.

During 1950 this fact-finding division of the Chamber published its "Monthly Survey of Business Activity" and "Current News Highlights Related to San Francisco and the Bay Area." It completed an annual survey of business conditions and development in San Francisco,

the Bay Region and the Nation. It developed 12 organization directories of major value to business and industry, in the fields of agriculture, livestock raising, civic life, foreign trade, government, military, professional life, social life, transportation and federal agencies. A tax calendar for 1950 for City, State and Federal Tax payments in San Francisco was also prepared.

"San Francisco and the Bay Area—An Economic Survey and Yearly Review, 1950," a 35-page fact-packed booklet, was another example of the variety of service performed by this Department. (See picture, column 1.)

Aid in forming a Citizens Committee for Census Cooperation in San Francisco for the 1950 Decennial Census was given by the Department, whose Manager, together with the Manager of the Publicity Department, served as a technical committee during the census-taking period. Further, the Department helped organize the San Francisco Census Tract Committee and staff the studies leading



A sample of the monthly index chart by Research. Compare this June chart with year-end chart, page 9.

to the establishment of Census Retail Trade areas in San Francisco.

The Department cooperated in developing a 50-page report in connection with the Air Force Academy Site Presentation, and three encyclopedias were serviced with data concerning San Francisco and the Bay Region.

In line with the Chamber's effective aid to defense groups and agencies, the Research Department prepared a study of the daytime population of strategic areas in San Francisco for the Red Cross.

Retail Merchants Association

Here is an effectively organized body of 400 top-notch retailers of San Francisco—created and staffed by the Chamber for the purposes of promoting the welfare of this important economic group, giving them a unified voice in the city's affairs, and enabling them to contribute their best to Mr. and Mrs. San Francisco.

Culminating a year of activity that brought the city's retail merchants even closer together in thought and action was the Fourth Annual District Christmas Decorations Contest. Twenty-one business districts vied to produce the most attractive street decorations; they ended by furnishing, jointly, one of San Francisco's most spectacular over-all city displays, and were rewarded by special prizes at an Awards Dinner shortly after the turn of the year. ➤➤➤

Further activities of 1950 were highlighted by this Department's augmenting of the distributive education program which, under direction of R. Earl Thompson, Retail Coordinator,

Board of Education, was important in training store management and personnel at all levels of retail operation.

Additionally, the Department represented retailers on The San Francisco Municipal Conference and aided many districts in problems concerning traffic, parking, lighting, and organization matters—often appearing before the Board of Supervisors and other departments of city govern-

ment in protection of retail interests.

Another important 1950 function of the Retail Merchants Association was the dissemination of information to members from national associations on government regulations and other essential matters, maintenance of an extensive bulletin service on subjects of interest to members, and production of a yearly Calendar of Events listing sales promotion days.



Representatives of Clement Street, Marina and West Partial districts receive prizes for Christmas decorations from Judge Preston Devine and Ray McConnell.



Val King, A. G. Cook and Ray Turnbull exchange pleasantries at Chamber's Christmas Awards Dinner for retail merchants.

General Business Activity—Annual Summary For 1950

(Continued from page 9)

BAY REGION DEVELOPMENTS

Population

Bay Region (12 county) population of 3,168,981 in 1950, preliminary U. S. Census, represents an increase of 1,102,891 persons or 53.4% in 10 years. This growth exceeded the growth of all but four states, California, New York, Texas and Michigan, and the total population exceeded that of 32 states. The Bay Area (9 county) population amounted to 2,652,334 or 918,026 above 1940, or 52.9%. The growth in this area exceeded the growth of all but five states, California, New York, Texas, Michigan and Ohio.

Employment

Estimated employment in the San Francisco-Oakland Metropolitan Area (6 counties) in December 1950, amounted to 964,200. Unemployment was estimated at 35,500, bringing the total labor force for this area to 999,700 or about 59,000 higher than a year ago. The employment was distributed as follows: Agriculture 14,300; Forestry and Fishing 1,200; Construction 62,000; Finance 62,700; Government not elsewhere classified 94,500; Manufacturing including shipyards 194,300; Mining 1,000; Retail Trade 179,800; Wholesale Trade 58,400; Service 198,200; and Transportation and Utilities 97,800. Total employment in the manufacturing industries exclusive of shipyards averaged 164,000 during 1950 compared to 158,000 in 1949.

Industrial Development

During 1950 in the Bay Region (12 counties) 509 industrial projects with outlays of \$104,118,877 were reported compared to 458 projects with outlays of \$66,312,170 in 1949. Of the total in 1950, 372 were expansions with outlays of \$88,644,027 and 137 were new plants with outlays of \$15,473,850. In Northern California there were 50 additional industrial projects with outlays of \$13,735,000 bringing the total for the entire area to 559 projects with outlays of \$117,852,877.

Finance

1950 Bay Area (five cities) bank debits of \$39.3 billion gained 10.9% over 1949 and accounted for 30.3% of the Twelfth District transactions.

Trade

Retail department store sales during 1950 in the San Francisco-Oakland Metropolitan Area were 7% above 1949 compared to 7% in Northern California, 5% in Southern California and 6% in the Twelfth District. Wholesale sales, based on Pacific Coast reports, during the first 11 months were up 17% compared to 13% in the nation, and November inventories were up 12% compared to 18% for the nation.

Construction and Real Estate

Total construction value in San Francisco and Alameda Counties during 1950 was up 23.1%. New single-family dwelling units connected with utilities during 1950 in the Bay Area (9 counties) amounted to 33,429 or 27.3% above 1949. Multi-family dwelling units completed in the San Francisco, East Bay, North Bay and San Jose Divisions of the Pacific Gas and Electric

Co. totaled 2,429 in 1950 compared to 1,947 in 1949; and the San Francisco Peninsula Division accounted for 87% of the multi-family units. New single-family dwelling units in Northern California territory of the PG&E Co. were reported at 64,448 or 20.5% above the same period last year.

Real Estate deeds recorded in 1950 in the Bay Area (8 counties) amounted to 126,634 and were 27.1% above 1949. There were 124,814 deeds of trust amounting to \$881,658,435 or an increase of 40.4% in number and 50.5% in amount.

Inter-City Traffic Movements

Vehicular traffic over the world's two largest bridges established new annual highs with Bay Bridge crossings totaling 28,912,579 or 5.8% above 1949, and Golden Gate Bridge crossings of 9,558,983—6% above 1949.

Average daily two-way passenger trips by all means of transportation to and from San Francisco through East Bay, the Peninsula and North Bay gateways amounted to 192,000, according to the 1950 survey. The East Bay accounted for 54%, the Peninsula for 31%, and the North Bay for 15%.

Inter-State Traffic

During 1950, 587,043 out-of-state automobiles with 1,467,803 passengers entered through Northern California border checking stations, accounting for 51.7% and 48.5% respectively of the State's volume. Gains over 1949 amounted to 15.2% in autos and 12.8% in passengers. Northern California gateways also accounted for 53% of the 1,230,202 California autos and 52% of the 3,245,155 passengers re-entering the State during 1950.

SAN FRANCISCO DEVELOPMENTS

Trend

General business activity in San Francisco in 1950, sparked by new highs in financial transactions, construction, production, employment, shipping and airport traffic, attained the highest level on record—8.3% above 1949, and December activity soared 18.4% over a year ago.

Finance

Bank debits of \$30,906,042,000 established a new high—10.3% above 1949. San Francisco Stock Exchange transactions of 14.4 million shares with market value of \$57.9 million rose 39.3% in number and 77.1% in market value. Postal receipts of \$24.2 million were up 14%. Commercial failures numbered 125 compared to 112 in 1949.

Construction and Real Estate

Construction permits value established a new high of \$78,608,385—9.2% above last year; new residential permits accounted for \$31.5 million and provided for 3,322 dwelling units; non-residential permits value amounted to \$32.7 million; and additions, alterations and repairs to \$14.3 million. There were 21,705 real estate deeds recorded or an increase of 16.8%. The number of deeds of trust were up 15.1% and the amount 31.8%.

Retail Trade

Retail department store dollar sales established a new high—7.2% above 1949.

Independent retail store dollar sales in San Francisco for the first 11 months rose 10%.

Utilities

Electrical energy kilowatt hour sales established a new all-time high—3.8% above 1949. Industrial and commercial gas sales were 0.8% above. Commercial and industrial water consumption was up 1.3% but residential water consumption was off 0.5% compared to 1949.

Employment

San Francisco employment at the end of the year shared in the upward trend reported for the Metropolitan Area. Manufacturing industries supported by hiring in local shipyards and the active apparel industry and printing trades brought unusual seasonal gains in these fields, and some seasonal industries were reported retaining a large part of their force due to the manpower stringency.

Unemployment in San Francisco in December was reported at 16,200 or less than half that a year ago; and in terms of the total labor force amounted to about 3% compared to unemployment of 5% in the nation as a whole. Some 1,885 job openings remained unfilled in December because of lack of qualified technical and skilled workers in this area.

Industrial Relations

Industrial relations continued to make good progress in San Francisco during 1950 as they have for the past decade since a sound foundation was established locally for continuing stable relations between unions and employers. During the year 139 collective labor agreements involving 937 industrial and business firms were negotiated. Only 18 strikes were called and only 4 resulted from breakdown in negotiations. Of the 18 strikes, 9 were local involving less than 2,000 employees and 5 of them lasted only one day. The other half were common to the Bay Area, the Region and the Nation, according to the report of the San Francisco Employers' Council.

Traffic

San Francisco Airport 1950 traffic rose to new highs with plane traffic of 82,151 or 4.9% above 1949; passengers on and off amounted to 1,197,694 or 15.3% above 1949; air freight loaded and unloaded of 32,419,405 pounds soared 24.8%; and air mail poundage of 17,500,347 rose 17.0%. Freight car movements increased 5.1%; number of express shipments by rail 5.5% and by air 7.3%; vegetable receipts in carlots or equivalents were up 2.8%; but livestock slaughter was off 6.1%.

Living Costs

Cost of goods purchased in San Francisco during 1950 was 1.7% above 1949, based on quarterly averages but the December 1950 costs were at a new all-time high, 3.9% above September 1950, and 6.6% above December a year ago. The U. S. Department of Labor index for cost of goods in San Francisco on December 15, 1950, was 182.8 compared to the previous all-time high of 177.1 in September 1948. Food costs were up 10.7%; apparel 5.7%; house furnishings 12.5%; rent 2.6%; fuel, electricity and ice 2.7%; and miscellaneous 1.7% in December 1950 over December 1949.

Survey of Business Conditions in San Francisco

During The Year 1950

BRANCH OF ACTIVITY	DECEMBER 1950	DECEMBER 1949	PER CENT CHANGE	12 MONTHS 1950	12 MONTHS 1949	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S. F. C. of Ind. Inv. 1935-39 Avg. = 100	352.0	297.3	18.4	263.3	243.1	8.3
CONSTRUCTION PERMITS (2)						
Total.....(number)	577	691	-6.4	9,557	8,124	18.6
.....(value)	10,484,708	6,913,302	51.7	78,608,385	71,983,304	9.2
Residential, New.....(number)	171	171	0	2,487	1,877	32.0
.....(value)	1,448,835	4,161,501	-65.2	31,525,145	45,686,795	-31.0
Dwelling Units.....(number)	173	482	-64.1	3,222	4,082	-18.6
Single-family Units, New.....(number)	19	26	-26.7	2,242	2,562	-12.5
Two-family Units, New.....(number)	19	22	-13.6	287	217	32.3
Multi-family Units, New.....(number)	54	316	-82.9	790	2,572	-69.3
Non-Residential, New.....(number)	54	17	41.2	167	167	0
.....(value)	8,118,416	1,083,734	649.1	32,740,130	13,761,823	137.9
Additions, Alterations and Repairs.....(number)	436	503	-13.5	6,818	6,467	5.4
.....(value)	917,457	1,068,268	-15.0	14,343,110	11,788,516	21.7
Housekeeping Dwellings.....(number)	256,383	273,016	-6.0	4,210,721	3,993,530	5.4
Residential-Non-housekeeping.....(number)	2,600	11,800	-78.2	422,600	122,590	284.3
Non-residential.....(number)	638,494	1,383,452	-52.4	9,659,789	7,906,949	23.7
REAL ESTATE (3)						
Deeds Recorded.....(number)	1,521	1,565	-2.8	21,705	18,581	16.8
Mortgages and Deeds of Trust.....(number)	1,234	1,380	-10.6	18,340	15,928	15.1
.....(amount)	15,138,529	12,207,223	24.0	171,868,253	130,560,303	31.8
RETAIL DEPT. STORE SALES (4)						
San Francisco.....(index)	582	462	10.8	283	264	7.2
FINANCE						
Bank Deposits (4).....(\$000)	3,216,088	2,577,076	24.8	30,906,042	28,032,353	10.3
Bank Clearings (5).....(\$000)	2,117,664	1,858,164	14.0	21,982,689	19,512,664	12.9
Postal Receipts (6).....(\$)	2,470,129	2,934,959	-15.8	24,183,789	21,214,354	14.0
S. F. Stock Exchange (7).....(shares traded)	1,356,559	1,004,131	35.1	14,373,033	10,315,997	39.3
.....(market value \$)	23,808,927	13,527,515	76.0	227,889,850	146,591,885	77.1
COMMERCIAL FAILURES (8)						
Liabilities.....(\$)	28,510	873,688	-96.7	4,702,021	3,321,198	41.6
Assets.....(\$)	21,445	386,646	-94.5	3,003,485	1,643,020	82.8
MF. INDUSTRIES - EMPLOYMENT						
BAY AREA (6 Counties) (9)						
Employment.....(number)	171,300	151,500	13.0	164,300	157,700	4.1
Average Weekly Earnings.....(amount \$)	70.70	64.53	9.6	66.93	63.49	5.4
NON-MF. INDUSTRIES (6 Counties) (9)						
Laundrying, Cleaning, Dyeing.....(avg. wkly. earnings \$)	46.84	47.31	-0.1	(4)	(4)	---
Wholesale Trade.....(avg. wkly. earnings \$)	70.10	67.34	4.1	(4)	(4)	---
Retail Trade.....(avg. wkly. earnings \$)	57.53	53.21	8.8	(4)	(4)	---
Hotels.....(avg. wkly. earnings \$)	44.96	41.96	6.0	(4)	(4)	---
PLACEMENTS IN S. F. (10)						
Commercial.....(number)	3,519	1,562	88.4	32,702	26,505	25.6
.....(value)	669	910	-30.6	9,101	6,858	32.7
All Other.....(number)	2,850	1,356	110.2	23,601	19,192	23.0
TRANSPORTATION						
Freight Car Movements (11).....(number)	15,117	13,621	11.0	183,696	174,820	5.1
S. F. Airport Traffic (12)						
Planes In and Out.....(number)	6,899	6,442	7.1	82,151	78,332	4.9
Passengers Off.....(number)	47,003	36,053	31.9	602,038	520,403	15.7
Passengers On.....(number)	48,746	37,377	30.4	595,656	518,459	14.9
Express Shipments (13) Rail.....(number)	191,054	223,821	-14.4	1,711,573	1,679,748	5.5
.....(value)	22,548	21,493	5.0	208,961	185,605	12.3
Air Mail Loaded and Unloaded (12).....(lbs.)	2,681,673	1,955,519	37.1	17,500,347	14,556,009	17.0
Air Express Loaded and Unloaded (12).....(lbs.)	955,881	621,447	53.8	7,778,936	6,935,745	12.2
Air Freight Loaded and Unloaded (12).....(lbs.)	2,891,336	2,470,519	17.0	32,419,405	26,016,351	24.8
WATERBORNE COMMERCE (Bay Region)						
Vessel Arrivals with Cargo (14).....(number)	375	326	15.0	3,999	3,731	7.2
.....(net registered tons)	1,737,285	1,552,632	11.9	19,169,967	18,189,385	5.6
Vessel Departures with Cargo.....(number)	367	332	10.5	4,002	3,728	7.4
.....(net registered tons)	1,706,835	1,576,729	8.3	19,241,106	18,146,704	6.0
Imports-Value (15).....(millions of dollars)	28.0(a)	14.0(a)	100.0	215.1(b)	162.4(b)	32.5
UTILITIES						
Electric Energy Sales Index (16).....(k. w. hrs.)	243	231	5.4	219	211	3.8
Industrial and Commercial Gas Sales (16).....(cu. ft.)	1,193,908,500	1,140,909,800	4.6	13,890,503,900	13,780,581,200	0.8
Water Consumption-Residential (17).....(cu. ft.)	104,831,000	99,000,000*	5.9	1,317,528,000	1,318,006,000*	-0.5
.....(cu. ft.)	149,234,000	150,000,000*	-0.5	1,871,848,000	1,848,528,000*	1.3
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (1).....(number)	362	415	-2.8	7,449	9,146	-18.6
Bay Bridge Vehicle Crossings (18).....(number)	2,425,453	2,290,261	5.8	28,912,579	27,339,680	5.2
Golden Gate Bridge Crossings (19).....(number)	751,586	701,154	7.2	9,558,583	9,014,972	6.0
DAIRY RECEIPTS (20)						
Butter.....(pounds)	2,276,800	1,828,136	24.5	27,890,486	27,809,627	0.6
Cheese.....(pounds)	1,448,190	1,228,969	17.8	16,617,969	17,173,514	-3.2
Eggs.....(cases)	72,245	68,721	8.0	997,247	1,085,220	-8.1
Poultry, Dressed.....(pounds)	4,525,143	3,157,478	43.3	21,652,387	13,757,700	57.4
.....(carlots)	1,513	1,569	-3.6	22,127	21,514	2.8
FRUITS AND VEGETABLES (20)						
.....(total number)	136,605	152,515	-10.4	1,739,579	1,851,792	-6.1
Cattle.....(number)	29,803	33,553	-11.2	376,953	431,852	-12.9
Calves.....(number)	7,352	10,926	-32.7	117,005	137,375	-14.6
Sheep and Lambs.....(number)	57,211	60,470	-5.4	781,211	831,335	-6.0
Hogs.....(number)	42,234	47,506	-11.2	485,345	497,450	-6.1
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food.....(index)	232.5	210.1	10.7	219.2(c)	213.9(c)	2.5
Apparel.....(index)	191.6	181.3	5.7	184.8(c)	184.8(c)	0.0
Rent.....(index)	120.5	118.9	2.6	118.5(c)	116.5(c)	2.4
Fuel, Electricity and Ice.....(index)	86.8	84.5	2.7	86.0(c)	83.2(c)	3.4
House Furnishings.....(index)	178.5	158.7	12.5	164.2(c)	160.3(c)	2.4
Miscellaneous.....(index)	169.1	166.3	1.7	167.5(c)	166.3(c)	0.7
All Items.....(index)	182.8	171.5	6.6	176.1(c)	173.2(c)	1.7

(a) October latest; (b) 10 month cumulative; (c) March-June-September-December quarterly average; *December 1949 estimate.
 Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Post Office; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) Marine Exchange, Inc.; (15) Bureau of the Census, U. S. Dept. of Commerce; (16) Pacific Gas & Electric Co.; (17) Water Dept., City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Dept. of Labor.

Organization and Administration of Your Chamber

1950 CHAMBER OFFICERS

President: PAUL A. BISSINGER—Bissinger & Company
 First Vice President: DWIGHT L. MERRIMAN—E. S. Merriman & Son
 Second Vice President: JAMES F. CRAFTS—Fireman's Fund Insurance Co.
 General Manager: G. L. FOX—San Francisco Chamber of Commerce
 Treasurer: LLOYD E. GRAYBIE—American Trust Company
 Assistant Treasurer: HERBERT M. CHISHOLM—Bale, Moffat & Towne
 Secretary: MARIE A. HOGAN—San Francisco Chamber of Commerce

1950 CHAMBER BOARD OF DIRECTORS

*Joseph R. Allendorf, Eastman Kodak Co.
 Warren Burke, United Air Lines
 Thomas Coakley, Litter, Coakley & Litter
 Gerold A. Dundon, Pipe & Tabor, Inc.
 Henry Eickhoff, Jr., Attorney
 Thomas G. Franck, Wilbur Ellis Co.
 James E. French, Jr., J. E. French Co.
 W. P. Fuller, III, W. P. Fuller & Co.
 Dwight K. Grady, Rosenberg Bros. & Co., Inc.
 Harold Gudnason, Alice of California
 L. S. Hamm, West Side Theaters, Inc.
 Glen Ireland, Pacific Tel. & Tel. Co.
 Ronald E. Kaehler, S.F. Stock Exchange
 *Resigned, March, 1950

John Lawler, Poultry Producers of Central California
 Alan J. Lowrey, Union Oil Co. of Calif.
 J. W. Mailliard, III, Mailliard & Schmeddel
 Thomas O. McGuire, Industrial Indemnity Co.
 William G. Merchant, Architect
 M. S. Pennington, Pacific Transport Lines Inc.
 John B. Quigley, Drake Wilshire Hotel
 R. H. Rebele, Wells Fargo Bank & Union Trust Co.
 William P. Scott, Jr., Scott Co.
 Louis Sloss, H. S. Crocker Co., Inc.
 D. Rae TeKoller, Mannings, Inc.
 Ray W. Turnbull, General Electric Co.
 Frederic B. Whitman, Western Pacific Railroad Co.

1951 CHAMBER OFFICERS

President: ALAN J. LOWREY—Union Oil Company of California
 First Vice President: RAY W. TURNBULL—General Electric Co.
 Second Vice President: J. W. MAILLIARD, III—Mailliard & Schmeddel
 General Manager: G. L. FOX—San Francisco Chamber of Commerce
 Treasurer: LOUIS SLOSS—H. S. Crocker Company, Inc.
 Assistant Treasurer: HAROLD S. DOBBS—Lullick, Geary, Olson, Adams & Charles
 Secretary: MARIE A. HOGAN—San Francisco Chamber of Commerce

1951 CHAMBER BOARD OF DIRECTORS

Phil R. Bradley, Jr., Pacific Mining Co.
 Belford Brown, The San Francisco Bank
 Warren Burke, United Air Lines
 Thomas Coakley, Litter, Coakley & Litter
 Edward W. Engs, Diamond T. Motor Truck Co.
 Thomas G. Franck, Wilbur Ellis Co.
 H. H. Fuller, Bethlehem Pacific Coast Steel Corp.
 Edwin Griffin, Griffin Chemical Co.
 Harold Gudnason, Alice of California
 Horace A. Guithard, Guithard Chocolate Company
 L. S. Hamm, West Side Theaters, Inc.
 Glen Harris, Russell Harris & Wood, Inc.
 Glen Ireland, Pacific Tel. & Tel. Co.
 Ronald E. Kaehler, S.F. Stock Exchange
 John Lawler, Poultry Producers of Central California
 Donald Maclean, California and Hawaiian Sugar Refining Corp., Ltd.
 Thomas O. McGuire, Industrial Indemnity Co.
 William G. Merchant, Architect
 Mailliard S. Pennington, Pacific Transport Lines, Inc.
 Harold D. Pischel, Dehrmann Cammer
 John B. Quigley, Drake Wilshire Hotel
 R. H. Rebele, Wells Fargo Bank & Union Trust Co.
 Leo E. Sievert, The Atchison, Topeka & Santa Fe Railway Company
 Frederic B. Whitman, Western Pacific Railroad Company
 J. D. Zellerbach, Crown Zellerbach Corp.

5,395 MEMBERS

31 DIRECTORS

ADMINISTRATION — 14 SPECIALIZED DEPARTMENTS

COMMITTEES AND SECTIONS — BY DEPARTMENTS

ADMINISTRATIVE

Executive
 Finance
 Arts and Music
 Housing
 National Affairs and Legislation

AGRICULTURAL AND SPECIAL EVENTS

Agricultural
 Business-Education Day
 Sections: Executive; Program
 Grand National
 Research Conference
 Sections: Executive; Program

AVIATION

Aviation
 Air Force Academy

CIVIC DEVELOPMENT

Civic Development
 Fire Safety
 Traffic and Highways
 Tri-County Bayshore Freeway

DOMESTIC TRADE

Distributors
 Trade Trips
 Alaskan Affairs
 Hawaiian Affairs
 Tax

INDUSTRIAL

Industrial Development
 Sections:
 Apparel and Textiles, Chemical
 Industries, Electronics, Industrial
 Finance, Sites and Buildings,
 Special Projects
 Manufacturers
 Mining

MEMBERSHIP

Membership
 Sections:
 Construction; Finance, Insurance
 and Real Estate; Hotels, Theaters,
 etc.; Manufacturers; Miscellaneous;
 Professional; Retail; Utilities;
 Wholesale

PORT PROMOTION

Port Promotion
 Sections:
 Carrier & Tar. Rates & Charges;
 Carrier & Tar. Facilities & Services;
 Operations; Publicity and
 Advertising; Surveys and Reports;
 Traffic Solicitation

PUBLIC AFFAIRS

Armed Forces
 Public Health

RESEARCH

Census Tract

TRANSPORTATION

Carriers Traffic
 Shippers Traffic
 Merchant Marine and Harbor

WORLD TRADE

Appeals
 Arbitration
 European Affairs
 Executive
 Foreign Trade Zone
 Imports
 Inter-American Affairs
 Pacific Area Affairs
 World Trade Week
 School of World Bus.
 Trade Promotion

Administration

1950 Administrative Officers: Board of Directors, Paul A. Bissinger, President; Executive Committee, Paul A. Bissinger, Chairman; Finance Committee, Lloyd E. Graybie, Chairman; General Manager, G. L. Fox; Asst. General Manager, C. P. Tanner (resigned Sept., 1950); Secretary, Marie A. Hogan; Controller, V. E. Reemes.

Coordination of the diversified activities of the San Francisco Chamber of Commerce is accomplished through its active officers, directors and Administrative Department staff, all devoted to advancement of the best interests of "The City." During 1950, the Chamber functioned through fourteen departments, some sixty-five committees with hundreds of members, and a staff approximating sixty men and women.

Chamber policies and program are established by the Board of Directors on recommendation of committees after full consideration of all sides of each subject.

Once the Board has taken final action, the Administrative Department interprets and implements its policies by directing activities of the fourteen departments to achieve the tangible results expected by the hundreds of thousands of citizens who reside in San Francisco and are concerned with the community's progress.

Steps are taken to inform the membership of formal Board actions through "BAY REGION BUSINESS" inasmuch as they relate to practically every economic problem with which the community is confronted.

Functions of the Chamber would not be possible without the volunteer work of officers, directors, and committeemen. However, members also are constantly urged to acquaint the Chamber with their views on community affairs. They may do this informally or by arranging to appear before committees concerned with specific subjects inasmuch as committees, as well as staff members, are expected to determine all views before reaching conclusions for recommendation to the Board.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Rohde Reports On CAB Air Rates Case

"Complete agreement" among Pacific Coast cities with the stand taken by the San Francisco Chamber of Commerce to maintain present air travel rates to and from eastern points was reported early this week by Walter A. Rohde, Manager of the Chamber's Transportation Department.

Returning from Washington, D.C., where he attended a seven-day hearing on the "West Coast Common Fares Case" before the Civil Aeronautics Board, Rohde said that representatives of ten major cities on

(Continued on Page 2, Column 1)

—Second Century of Progress—

Chamber Honors Lawler For Thirty Years' Service

Chamber Director John Lawler, general manager of the Poultry Producers of Central California and chairman of the Chamber's Agricultural committee, last week was honored by his Committee for completion of 30 years' work for the State's agricultural betterment.

At a meeting of the Agricultural committee highlighted by special tribute to Lawler for his service to farm groups and consumers, Chamber President Alan J. Lowrey said: "It is fitting that John Lawler's friends join in honoring him for having completed these 30 years of distinguished accomplishment—30 years of service not only to the membership of his organization but to those who actually have been the principal beneficiaries of his effective work—the consumers."

The Poultry Producers of Central California which Lawler heads is a cooperative marketing and supply organization of 11,000 poultrymen with 58 branches in central California.

Bradford, U. S. Chamber Executive, To Speak At Luncheon Next Week

"Face Facts—Or Else!" is the provocative title of an address to be given by Ralph Bradford, International Vice President of the Chamber of Commerce of the United States, before San Francisco business and civic leaders at a luncheon March 1.

The gathering, to be held at the San Francisco Commercial Club, will be co-sponsored by the Club, the San Francisco Chamber of Commerce and the Central and Northern California Chamber of Commerce Executives.

Mr. Bradford is widely known as a traveler and lecturer and is author of the recently published "Heritage," a new book on the "epic struggle of Man."

In his position as an executive of the Chamber of Commerce of the United States—often called the world's largest business organization—he devotes his time mainly to policy-level work in the international interests of the organization. Prior to attaining his present position, he had broad experience on the international scene, attending conferences in Europe, Canada, and South and Central America.

G. L. Fox, Chamber General Manager, in commenting on the news that Mr. Bradford would speak here, said:

"Mr. Bradford is concerned with far more than business. An accomplished public speaker and writer, he has just produced an epic poem, 'Heritage,' which serves as one outlet for his philosophy—the biggest business in life is the business of living."

Mr. Bradford was born in Pennsylvania and grew up in Texas. After teaching and sales promotion work, he became manager of the Corpus Christi Chamber of Commerce. From there, he went directly to the United States Chamber, beginning as an assistant department manager.

In 1942 he became the national Chamber's first general manager; in October,



RALPH BRADFORD

1950, its first International Vice President.

Alan J. Lowrey, President of the San Francisco Chamber, will preside at the luncheon meeting.

Reservations are available at Chamber offices (telephone EXbrook 2-4511, Ext. 47).

NATIONAL MARKETING CONFERENCE IN SAN FRANCISCO FOR MARCH 6 AND 7

Hundreds of business people of the San Francisco Bay Area are expected to attend the Seventh National Marketing Conference which will be held in San Francisco's Fairmont Hotel March 6 and 7, according to G. L. Fox, Chamber general manager.

Sponsored jointly by the Chamber of Commerce of the United States, the Oakland Chamber of Commerce and the San Francisco Chamber of Commerce, the conference's purpose is to provide "a close examination of retail, wholesale and distribution processes as they relate to the prosperity of individual businesses and of the country," Fox said.

Specifically, the gathering will:

1. Examine and emphasize the position of retail, wholesale and service industries during war mobilization;

2. Further the understanding of the distribution processes as a vital channel of supply for civilians as well as for defense industries; and

3. Disseminate the latest scientific managerial methods of maintaining efficient distribution while adjusting operations in line with emergency influences on manpower, supplies and merchandise.

Cooperating in sponsorship of the conference are 16 separate Bay Area organizations. The two-day program will feature 14

different speakers nationally recognized as leaders in their respective fields of business.

Adrien J. Falk, president of the California State Chamber of Commerce, will preside over the first day's sessions, March 6, to be held from 10 a.m. throughout the day in various rooms at the Fairmont Hotel. Malcolm Brock of Bakersfield, president of the California State Retailers' Association, will preside over the second day's meeting.

Reservations for the two-day conference may be secured at Chamber offices, 333 Pine Street (telephone EXbrook 2-4511), it was announced.

OFFICERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE 1951

Alan J. Lowrey, Jr. President
 Vice President, Union Oil Co. of California
 W. P. Fuller, III First Vice President
 Treasurer, W. P. Fuller & Co.
 Ray W. Turnbull Second Vice President
 (Comm'l Vice Pres., General Electric Company)
 G. W. Maillhard, III Third Vice President
 (Maillhard & Schmiedel)
 G. L. Fox Fourth Vice President
 Louis Sloss Treasurer
 (Public Affairs, H. S. Crocker Co., Inc.)
 Harold S. Jolles Assistant Treasurer
 (Lillick, Geary, Olson, Adams & Charles)
 Marie A. Hagan Secretary

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Phil R. Bradley, Jr. Pacific Mining Co.
 Joseph Brown The San Francisco Bank
 Warren Burke United Air Lines
 Thomas Coakley Little, Coakley & Lauritzen
 Edward W. Egan Diamond & Motor Truck Co.
 Thomas G. Franck Wilbur-Ellis Company
 H. H. Fuller Bethlehem Pacific Coast Steel Corp.
 Everett Galtlin Galtlin Chemical Company
 Harold Gommanson Aire of California
 Roscoe A. Guttard Guttard Chocolate Company
 S. S. Hamm West Side Theatres, Inc.
 Public Affairs Russell, Harris & Wood, Inc.
 Glen Ireland Pacific Telephone & Telegraph Co.
 Ronald E. Kaehler San Francisco Stock Exchange
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 Harold D. Paschedol Dohmann Commercial Co.
 John B. Quigley Drake Wiltshire Hotel
 H. H. Rebele Wells Fargo Bank & Union Tr. Co.
 Leo E. Sievert The Atchison, Topeka & Santa Fe
 Railway Company
 Frederic B. Whitman Western Pacific RR. Co.
 J. D. Zellerbach Crown Zellerbach Corporation

EXECUTIVE COMMITTEE

Alan J. Lowrey, Chairman
 Thomas Coakley Maillhard S. Pennington
 W. P. Fuller, III Louis Sloss
 John Lawrie Ray W. Turnbull
 J. W. Maillhard, III Frederic B. Whitman

EXECUTIVE STAFF

G. L. Fox, General Manager
 Marie A. Hagan, Secretary
 E. E. Romes, Controller
 Agricultural Randle P. Shields
 Aviation J. P. Gleichrist
 Civic Development D. P. Street
 Domestic Trade J. P. Gleichrist
 Industrial L. M. Holland
 Membership Relations J. M. O'Donohue
 Public Affairs, Legislative J. P. Gleichrist
 Publicity Walter J. Brown
 Retail Merchants Association R. B. Koerber
 Transportation D. P. Street
 World Trade W. A. Rohde
 A. C. Eichholz

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Rohde Reports On CAB Case

(Continued from Page 1)

the Pacific Coast joined him in opposing the CAB move to increase passenger air traffic rates between this area and eastern points.

He reported the common stand was against any disturbance of the present fare structure, for stop-overs to be allowed without extra charge, and for alternate routings of flight to be continued.

Increase in fares and elimination of stop-overs and alternate routings have been sought by the staff of the CAB in action that was opposed by the Chamber early this year. Denied a motion to dismiss the case, the Chamber sent Rohde to the Washington hearing last week to join other West Coast cities in further opposition directly before the Board.

Rohde said that on the basis of evidence

Chamber Reports To World Traders On Encouraging Government Regulation News

San Francisco's world traders found encouragement this week in news from the Nation's capital. Import-export developments relayed by Chamber's World Trade Department were:

1—Exporters will be exempted from the freeze provision of the general ceiling price regulation long enough to fulfill contracts and firm offers made prior to January 26 and accepted before February 2.

Chamber Acts To Relieve Shortage of Shepherders

The Chamber's Board of Directors last week took steps to relieve the shortage of skilled shepherders and thereby to overcome a severe handicap in wool production.

The governing body of the Chamber requested the United States Congressional delegation to support S. 728 and HR 2339—bills which would make possible the entry into the United States of Basque shepherders.

Importation of the shepherders from Spain would take place only in cases where the individuals meet the necessary qualifications under the Security Act as provided in the recommended bills.

—Second Century of Progress—

Tri-County Committee Supports Bond Issue

Unanimous support of State Senator Randolph Collier's proposed billion-dollar bond issue to finance completion within 10 years of freeways and grade separations throughout California including the Bayshore Freeway was voted last week by the Tri-County Freeway Committee, meeting in the San Mateo city hall.

The proposal, in the form of a senate bill and state constitutional amendment, calls for a 2-cent-per-gallon increase in the state gasoline tax and a 3½-cent-per-gallon increase in the diesel fuel tax.

The tax increases would be used to retire the billion dollars raised by the bond issue and would be raised in 20 years. However, the funds would be spent in 10 years, at the rate of one hundred million dollars a year.

Other positions taken by the Tri-County group were:

1—Opposition to any California increases in federal gas taxes that would not be returned to the state for highway construction.

2—Encouragement to California congressmen to try for defense funds for improvement of "critical" roads in California.

The Tri-County Committee represents 21 chambers of commerce between San Francisco and San Jose. Chairman of the group is Martin J. Dinkelspiel.

Vice chairmen are T. F. McGuigan, Burlingame, and Ralph W. Shafer, San Jose.

presented before CAB Examiner F. M. Ruhlen by him and representatives of nine other coast cities—including Oakland, Los Angeles, Seattle, Portland and Tacoma—as well as by four transcontinental air lines, he will prepare a brief "finalizing the common stand of this and other West Coast cities" and file it with Ruhlen before May 1 of this year.

Thursday, February 22, 1951

2—Under the provisions of the same act, importers may be allowed to establish their ceiling prices by taking their landed costs and applying margins to them.

3—A simplified method of complying with the regulation controlling end use of exports has been issued by the Office of International Trade of the United States Department of Commerce.

Relief from the general ceiling price regulation came in the form of a regulation now nearing completion at the Office of Price Stabilization.

Alvin C. Eichholz, Manager of the Chamber's World Trade Department, in speaking of the contemplated changes in ceiling price regulations for world traders, said:

"While these amendments are in the process of being completed for official announcement, the changes will relieve the great concern of local traders and facilitate future trade movements."

The new OIT order, which goes into effect March 1, affects those firms that fill recurring overseas orders. Exporters shipping the same kind of commodities to the same consignee on a recurring basis are now allowed to submit to the OIT a yearly statement specifying the end use and distribution of the commodity being exported, rather than a separate statement for each shipment.

—Second Century of Progress—

Port Mobilization Meet Held Here This Week

Leaders in the transportation field gathered here yesterday for the San Francisco Bay Area Ports and Transportation Conference.

Sponsored by more than a score of Bay Area organizations including the San Francisco Chamber of Commerce and the World Trade Association, the meet featured an address by Vice Admiral Edward L. Cochran (U.S.N., Ret.), Chairman of the Federal Maritime Board and Administrator of the Maritime Administration, United States Department of Commerce. He spoke on the subject, "The American Merchant Marine, Lifeline for American Port Commerce."

Chairman of the conference was John E. Cushing, Pacific American Steamship Association president and Chairman of the Chamber's Port Promotion Committee.

The theme of the conference's morning session was "Defense Mobilization and Bay Area Ports" while the afternoon session was titled "Building Peacetime Commerce for Golden Gate Ports."

1950 CENSUS TRACT STUDY SHOWS SAN FRANCISCO'S GROWTH BY AREAS

Chamber Study Points Up Gains In Most Districts

San Francisco's greatest growth is taking place in the section of the city lying west of Twin Peaks and south of Golden Gate Park, according to a study just completed by the San Francisco Chamber of Commerce.

The analysis of postwar population trends reveals that the section of San Francisco lying west of Twin Peaks and south of Golden Gate Park to the county line, including the outer Mission, accounted for 36,656 new residents since 1945 out of a total of 37,993 for those districts showing gains based on the 1950 United States Preliminary Census of Population by census tracts.

(A census tract is a sub-division of a city used to measure trends in a given area which are not available in city totals, according to Ralph Koeber, manager of the Chamber's Research Department.)

Koeber reports that all districts of San Francisco in 1950 showed some gains over 1940 with the exception of certain sections of the Richmond district and the Presidio. However, he said, the city's most heavily populated district—north of Market and east of Van Ness Avenue, comprising the downtown and apartment house areas and containing 106,070 residents—came through with a numerical increase of only 417 persons in the 10-year period.

"The outer Sunset district," Koeber said,

POPULATION OF SAN FRANCISCO BY CENSUS AREAS, 1950, 1940 and 1945

Census District	Population			Percent Change		Numerical Change
	1950 (p)	1940	1945	1940	1945	
East of Van Ness	106,070	105,653	134,191	0.4	-21.0	317
Western Addition—North	57,110	55,856	63,458	2.2	10.0	1,254
Presidio	4,742	6,021	12,128	-21.2	-60.9	-1,279
Richmond—Northeast	9,986	10,480	10,638	-	6.3	494
Richmond—North Central	13,931	14,539	14,419	-4.2	-3.4	608
Port Miley	341	294	300	45.9	14.7	107
Richmond—Southwest	27,965	26,340	26,902	5.9	3.7	1,565
Richmond—Southeast	11,304	11,708	11,430	-3.4	-1.1	404
Golden Gate Park	29	186	27	-84.4	7.4	-157
Western Addition—South	119,893	110,034	120,564	9.0	-0.6	9,850
South of Market	29,842	23,382	68,887	27.6	56.7	6,460
Bayview	73,207	41,859	74,319	74.8	-1.8	31,318
Mission—South	83,654	60,685	73,337	37.9	14.0	22,589
Mission—North	79,161	76,344	78,828	3.7	0.4	2,417
Twin Peaks to 19th Ave.	73,635	38,371	64,171	28.2	14.8	15,284
Central Sunset	44,486	25,210	38,815	76.5	14.6	19,276
Outer Sunset	25,312	6,259	14,168	304.4	79.4	19,033
Laguna de la Merced	125	176	122	28.0	2.4	-
Ships at Sea	(n)	1,469	20,416	(n)	(n)	-51
TOTAL	760,753	634,536	827,400	20.1	-8.0	126,217

(p) Preliminary. (n) Not available. Prepared by Research Department.

"made the greatest percentage gain in 10 years—amounting to 304.4 per cent. The central Sunset district ranked second with a gain of 76.5 per cent; the Bayview district in the vicinity of Hunters Point was third with an increase of 74.8 per cent."

Koeber continued by pointing out that between 1940 and 1950, San Francisco's net gain in resident population amounted to 126,217 persons.

The study, believed by Chamber officials to be the first of its kind based on the 1950 census, shows that in comparison with the war-swollen population of 1945, San Francisco's 1950 population dropped 66,647. Eleven districts of the 18 lost population

since 1945. The greatest numerical shrinkage occurred in the area which sheltered the war workers, resident military and a large number of people who were credited as residents in 1945 but under the 1950 census regulations were classified as transients. (In 1945, if a person expected to be in San Francisco over 60 days, he was a resident; in 1950 he was a resident only if it was his usual place of residence.)

Despite large shrinkages pointed up by the study, almost 27,000 residents have settled in new homes in the area west of Twin Peaks and south of Golden Gate Park; and another 10,000 in the outer Mission district in the last five years.

Snyker Elected Officer Of Chamber Managers' Assn.

Carroll A. Snyker, Manager of the Chamber's Domestic Trade Department, was elected third vice president of the California Association of Chamber of Commerce Managers at the group's annual meeting held in Sonoma February 14 to 16.

Robert W. Cowden, manager of the San Bernardino Chamber of Commerce, was elected president of the association whose purpose is to foster knowledge of good Chamber management and to interchange administrative "know-how."

Other officers elected were: J. R. Hunt, Culver City, first vice president, and A. M. Lewis, Santa Rosa, second vice president.

Woody Wade, Manager of the Alhambra Chamber of Commerce, was re-elected secretary-treasurer.

The following Northern Californians were chosen as 1951 directors: M. P. Lohse, Fresno; Roger McGinnis, Marysville; Floyd Howe, Coalinga; Stanley Lowrey, San Rafael; David A. Silverman, Oakland; Lois McVeigh, Sonoma; John W. Sheffield, Watsonville; Fred Tatton, Salinas.

Constitution Adopted By Second Century Club

A constitution and by-laws were adopted by the Chamber's Second Century Club at its regular meeting last Monday.

Frederick B. Rice, the organization's president, also took the occasion to announce the appointment of new committee chairmen. They are:

Robert Cornell, E. S. Merriman & Sons, Arrangements and Hospitality; U. R. Kendree, Henry Doelger, Inc., Community Information; Allan Le Fevre, Foster & Kleiser Co., Program Committee; Lee L. Larimer, The James H. Barry Co., Chamber Membership Liaison; Wm. P. Murray, Jr., Anglo California National Bank, Club Membership, and Hal R. Strass, American Trust Co., Publicity.

Clifton W. Jacobs, Liberty Mutual Insurance Co. and C. Don Helbig, H. S. Crocker Company, Inc., in addition to their duties as vice presidents of the organization, will serve as Chamber Membership Chairman and Special Projects Chairman, respectively. Lloyd E. Graybiel as past president of the Second Century Club is also a member of the executive committee.

World Trade Conference At School of World Business

Bay Area businessmen and students interested in serving their government or American business abroad gathered Tuesday at San Francisco State College to hear international business and government leaders discuss "Opportunities for Service in World Economic Affairs."

Arranged by the Chamber-sponsored School of World Business, the conference was held to enable students interested in overseas positions, and faculty members of Bay Area educational institutions to keep abreast of current opportunities in the international field and the training needed to qualify for positions.

Nine local experts in the field led the panel discussions—described as another service of the School of World Business which offers courses in international trade for practical business application and has trained hundreds of American and foreign students. Dr. Wayne M. Stevens is director of the school.

Representatives of Bay Area colleges who planned Tuesday's meet were: Stevens; Robert L. Gulick, Jr., University of California; Fred A. Breier, University of San Francisco, and Glenn Hoover, Mills College.

Japan To Have Exhibit At World Trade Fair

The Japanese Government Overseas Agency, official trade commission for Japan, will be one of the large exhibitors at the fourth annual World Trade Fair in San Francisco May 23-27, according to Kriedt and Myers, managers of the exposition sponsored by the Chamber and the World Trade Association.

One of the highlights of the display will be the showing of steel, brass and cement products . . . all scarce materials in America's industrial mobilization program. These critical materials are now ready for export from Japan to this country.

According to their present plans, the Japanese also will show textiles, chinaware, cloisonne, lacquerware, woodenware, hambooware, optical goods, sewing machines, food products, wood products and other consumer as well as manufacturers' items.

Products, raw materials and tourist attractions from many countries of the world will make up the highly colorful exposition. Approximately 15,000 square feet of floor space have been reserved on the street level floor of the Palace Hotel, locale of the Fair.

The Fair will be open to the public without charge. Important buyers' groups, Chambers of Commerce and world-traders from the 11 Western States will be invited to attend.

— Second Century of Progress —

Singer Sewing Machine Co. Celebrates Anniversary

In a letter recently sent to A. A. Fagerberg, San Francisco agent for the Singer Sewing Machine Company, G. L. Fox, Chamber General Manager, congratulated Singer on its 100th anniversary of operations in the United States and its 94th year in San Francisco.

Fox said in part, "The Singer industrial machines played a most important role in establishing and maintaining California's and San Francisco's great garment industry."

The first Singer office in San Francisco was opened at 171½ Washington Street by John H. Dummel in the autumn of 1857.

Sales of household-type Singer Sewing Machines in this area today are under general supervision of Fagerberg, who has his headquarters at 47 Kearny Street.

— Second Century of Progress —

Annual Report Goes On TV

The Chamber's 1950 Annual Report went into the mail last Wednesday—and, the following day, on television.

In what was probably the first time a television camera moved in for a "close-up" of such a document, the Report was explained and used as a basis for a "bird's-eye-view" account of San Francisco Chamber activities on the KPIX Del Courtney Show.

A full 15 minutes were allotted for explanation of activities by Fred Rice, president of the Chamber's Second Century Club, Walter Brown, Manager of the Chamber's Publicity Department, and Ray Fournival, Press-Radio Representative, Publicity Department.

Business in Defense

Following is a brief summary of recent orders issued by the National Production Authority. Copies of the complete texts of these orders are available through the Industrial Department of the San Francisco Chamber of Commerce.

NPA Order M-31, Chemicals, subpart A Chlorine, dated January 31, 1951.

This sub-part applies to producers and distributors of chlorine and provides rules for placing, accepting and scheduling rated orders for chlorine and orders for chlorine essential to public health.

NPA Order M-32, Chemicals, Limitation for DO Rated Orders, dated February 5, 1951.

This order applies to producers of Ethyl Cellulose and DDI and provides rules for placing, accepting and scheduling rated orders for such chemicals.

NPA Order M-34, Sole Leather, dated February 5, 1951.

This applies to tanners and cutters of sole leather of military weight and quality and prescribes how sole leather must be processed and cut. It further places restrictions on the sale of such soles and provides for equitable distribution of rated orders among all sole cutters.

NPA Order M-35, Cattlehides, Calfskins and Kips, dated February 5, 1951.

This order prohibits the sale or delivery prior to March 15, 1951, of cattlehides, calfskins or kips to a tanner or converter by a producer or collector who acquires ownership or possession of such hides or skins on or subsequent to the effective date of this order.

NPA Order M-36, Government Orders for Paper, dated February 8, 1951.

This order applies to paper manufacturers and provides rules for placing, accepting and scheduling Government orders for paper.

Contract Award Information

A summary of the U. S. Department of Commerce Consolidated Synopsis of Contract Award Information for the three weeks, January 31 to February 14, 1951, indicates the following volume and types of contracts awarded to Bay Area firms:

Type of Manufacture	No.	Value
Food	134	\$17,022,952
Fabricated Metals	15	4,444,020
Petroleum	2	1,398,835
Chemicals	4	131,459
Textiles	3	334,006
Paper	3	162,843
Electronics	2	127,687
Service	6	1,068,200
Tobacco	1	467,524
Minerals	1	26,598
TOTAL	172	\$25,534,017

New Air Service From S. F. to Southeast United States

Airline transportation between San Francisco, South Texas and the southeastern section of the United States will be provided by means of interchange of aircraft for "through" one-plane service, according to an announcement by American Airlines.

American had requested that it be allowed to provide the full "through" service but the Civil Aeronautics Board ordered the interchange agreement.

Airlines affected by the order include:

American, Delta, National, Continental and Braniff.

C. R. Smith, president of American Airlines, in commenting on the new service, said, "The program of the Board is a feasible one, and American Airlines will gladly work with Braniff Airways and Continental Airlines (American has been cooperating with the other airlines mentioned) to provide an expeditious 'through' service with modern equipment and convenient schedules."

Hitting The HIGH SPOTS

With Walt Brown

Alan J. Lowrey, Chamber President, spoke on "Your Chamber of Commerce—A Clearing House for City Problems" at last week's meeting of the Purchasing Agents' Assn. of Northern Calif. . . . **A survey of sale prices and rentals of new dwelling units in the S.F. Bay Area has been started by the Bureau of Labor Statistics, U.S. Dept. of Labor . . . Southern Pacific has just authorized purchase of 7,000 more freight cars . . . B. T. Rocca, Sr., president of Pacific Vegetable Oil Corp., S.F., announces formation of a subsidiary to handle his company's "increasing volume of business in Central and South America" . . .**

A small and seldom-heard-of group whose operations are of considerable magnitude in the national and international economy—members of the Calif. Seed Assn. and the Calif. Seed Council—developed some interesting sessions at their 11th Annual Spring Meeting held last week—Feb. 16 and 17—at the Sir Francis Drake Hotel . . . S.F. Womens Chamber of Commerce arranged a special tour of the city for 30 convalescing servicemen from Letterman Hospital yesterday afternoon.

This is National Brotherhood Week, sponsored by the National Conference of Christians and Jews with this admirable and very wise thought: "the survival of freedom in our world depends on the ability of free men to unite in a common program in support of the democratic institutions that nourish and sustain freedom" . . . Wm. B. Poyner & Associates have purchased the interest of Fred A. Duzel, Jr., in the mortuary firm of Poyner & Duzel—recently remodeled at a cost of \$50,000 . . .

Chamber members have been invited to participate in the 25th annual meet of Calif. Taxpayers' Assn. March 6 in the Billmore Hotel in Los Angeles . . . Charles L. Catterall, local Curtis Publ. Co. rep., reports that Holiday Magazine celebrates its third anniversary with this week's issue, on the stands yesterday with a special music spread.

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SECOND CENTURY OF PROGRESS



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Marketing Conference Next Week

Speakers Will Spotlight New Managerial Methods

A concentrated diet of business vitamins will be served up for Bay Area businessmen by experts next Tuesday and Wednesday when the Seventh National Marketing Conference, sponsored by the Chambers of Commerce of the United States, Oakland and San Francisco, convenes at the Fairmont Hotel to examine modern-day selling processes.

It will mark the first time in its seven-year history that the national gathering, designed to bring retail, wholesale and distribution problems into focus, has been held in the West, according to General Chairman Dunlap C. Clark, President, Central Bank of Oakland.

TOP-NOTCH SPEAKERS

Thus, business people of San Francisco and the entire Bay Area will for the first time have at their easy disposal the experiences and advice of some of the most successful marketers of the nation's products. These top-notch businessmen will:

(1) Examine and emphasize the position of retail, wholesale and service industries during mobilization; (2) further local understanding of the distribution process as a vital channel of supply for civilians as well as for defense industries; and (3) disseminate the latest scientific managerial methods of maintaining efficient distribution while adjusting operations in line with

EARL O. SHREVE
... TomorrowDR. ALSPAUGH
... DistributionPHILIP CORRIN
... RetailARNO JOHNSON
... OutlookGERARD KLOMP
... Small StoreW. S. ROSECRANS
... Opportunity

emergency influences on manpower and supplies.

The two-day conference, opening at 10 a.m., March 6, will feature talks by 15 selected leaders of the nation's business, followed by floor discussions and punctuated by lively luncheon and dinner sessions.

Tuesday morning's program will include: "Selling in Today's Market," by John S. Knighton, General Sales Manager, Servel, Inc.; "Relating the Costs of Distribution Services to a War Economy," by Dr. Harold Alspaugh, manager, Sales-Research and Control, H. J. Heinz & Co.; "How the Wholesaler Can Meet Today's Responsibilities," by J. R. Christiansen, Zion's Co-Operative Mercantile Institution.

Clifford D. Cooper, Clifford D. Cooper Investments and a director of the U. S. Chamber, will speak at the Tuesday luncheon, emphasizing "We Must Reduce Government Expenditures."

AFTERNOON SESSIONS

Tuesday afternoon: "Manufacturer-Distributor Relations During a National Emergency," by Ray W. Turnbull, commercial vice president, General Electric Co.;

"How Distributors Can Meet Their New Public Relations Problems," by Abbott Washburn, manager, Department of Public Services, General Mills, Inc.; "Retailer Problems Today," by Philip Corrin, vice president, Bullocks, Inc.

An informal dinner Tuesday night will feature Earl O. Shreve, past president, Chamber of Commerce of the United States, on the subject, "What of Tomorrow?"

The second day will produce talks by Charles T. Lipscomb, Jr., president, Pepsi-vent Division, Lever Brothers Co.; Bennett S. Chapple, Jr., assistant vice president, United States Steel Corp., and Arno Johnson, vice president, J. Walter Thompson Co.

They will speak on manpower and training problems, marketing fundamentals, and the effect of international developments on the business outlook.

A Wednesday luncheon talk on "The Importance of the American Opportunity Program," by W. S. Rosecrans, president, W. S. Rosecrans, Inc., and national Chamber vice president, will be followed by these afternoon speakers:

(Continued on Page 4, Column 2)

RALPH BRADFORD SPEAKS TODAY AT COM'L CLUB

U. S. Chamber Executive, Traveler, Writer

An executive of what has been termed the world's largest business organization will caution American Business to "Face Facts—or Else" at a luncheon meeting this noon at the Commercial Club.

He is Ralph Bradford, International Vice President of the Chamber of Commerce of the United States, widely known as a traveler and lecturer, and author of the recently published book, "Heritage." The gathering will be sponsored by the San Francisco Chamber of Commerce, the Commercial Club and Central and Northern California Chamber of Commerce Executives.

Mr. Bradford, in his work with the national Chamber, devotes his time mainly to policy-level work in the international field. He served as the organization's general manager when Eric Johnston, now Economic Stabilizer, was its President.

Alan J. Lowrey, San Francisco Chamber of Commerce President, will preside at the luncheon meeting. Reservations may be made until 11:30 a.m. today, by telephoning the Chamber, EXbrook 2-4511.

Fox Speaks At Farm Meet And Paint Assn. Gathering

G. L. Fox, Chamber General Manager, was the principal speaker when the sixth in a series of farm-city conferences convened in Stockton Monday night. "What Makes Stronger Farm-City Relations" was Mr. Fox's subject at the meeting sponsored by the San Joaquin Farm Bureau, the Stockton and San Joaquin Chambers of

(Continued on page 2, column 3)

Hunter Tolan Jr. Is New OPS Regional Director

San Francisco businessmen learned last week of the appointment of Hunter Tolan, Jr. to the post of regional director of the Office of Price Stabilization.

Tolan, who has been associated with the local firm of John W. Abbott, was sworn in Tuesday as head of the OPS for California, Arizona and Nevada.

Tolan replaced John C. Nord, assistant to OPS Director Michael V. Disalle, who had been serving as acting regional director since coming from the nation's capital to establish the agency's headquarters here in February.

During World War II, Tolan was a special assistant to John W. Snyder, director of war mobilization and reconversion during 1945 and 1946. He had served with the Navy as a lieutenant commander assigned to Navy shipyard production.

General Business Activity

Report by the Research Department

TREND

January general business activity in San Francisco reversed the normal seasonal trend and soared to unprecedented heights, reflecting the national trend. Supported by one of the greatest months of financial transactions in the city's history and the largest volume of retail department store sales for January, our general business activity index rose to 295.0 (1935-39=100), or 25.6% above January last year.

CONSTRUCTION AND REAL ESTATE

January new building permits value confronted with additional restrictions on commercial building, sagged almost one-third below a year ago but the total number of permits was up 23%. There were 728 permits valued at \$3,582,701 and included 150 new residential permits valued at \$1,614,827 providing for 179 dwelling units, of which 137 were single-family; 12 two-family; and 28 multi-family units. There were 16 non-residential permits amounting to \$545,250. Additions, alterations and repairs accounted for 562 permits valued at \$1,422,624; of this, \$332,000 was for housekeeping dwelling units, \$55,300 for non-housekeeping and \$1,035,223 for non-residential units.

San Francisco real estate deeds recorded amounted to 1,730 and were 4.2% above last January. Mortgages and deeds of trust numbered 1,360 and amounted to \$12,467,717, and were up 3.3% in number and 25.4% in amount over last January.

TRADE

Retail department store sales in San Francisco in January soared 26.5% above a year ago and were 172% above the 1935-39 base. Final reports on independent retail store sales for 1950 reveal total sales up 10%, with the food group up 5%; furniture-household up 14%; lumber-building-hardware 33%; automotive group 27%; and drug sales off 1% and apparel group sales off 2%.

Final reports on the Pacific Coast Wholesale sales for the year 1950 reveal they were 18% above a year ago. The Pacific Division sales trend were only equaled by New England and the East North Central Division. The average for the nation was up 15%. Pacific Coast automotive supply sales were up 14%; electrical group 28%; furniture-house furnishings 30%; hardware 8%; lumber and building materials 43%; machinery equipment and supplies 37%; plumbing and heating supplies 25%; drugs and sundries 8%; dry goods 22%; groceries (full line) 2%; leather and shoe findings 11%; meat products 11%; and wine and spirits 16%. Sales of paper products were

off 8% and tobacco products 3%, according to the U. S. Bureau of the Census report.

Wholesale commodity prices continued the upward trend in the nation, according to the U.S. Department of Labor February 10th index for all commodities which was 19.8% above same week a year ago; farm products prices were up 27.2%; food prices 21.5%; and prices of all items 16.7%.

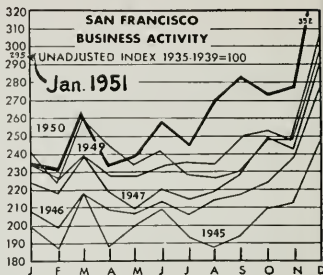
EMPLOYMENT

In January the impact of defense work became apparent on the San Francisco labor market which has enjoyed unprecedented level of activity for several months, according to the California State Department of Employment. There were only 17,500 estimated unemployed in San Francisco in January as against 44,000 a year ago. The C.S.E.S. offices reported 3,699 San Francisco placements in January; non-manufacturing placements accounted for 59%; contract construction for nearly 5%; all manufacturing for 27%; and government n.e.c. for 9%. Sales and clerical group—largest number of placements—accounted for 1,433. The C.S.D.E. also reported over 124,000 persons contacted the San Francisco offices during the month and that 2,300 cards were sent out to applicants who were already registered, asking them to appear for an interview to uncover and record work experience during World War II, with the result that some hard-to-fill jobs were filled.

In the San Francisco Bay Area (6 Counties) an estimated 968,100 persons were employed, with unemployed at 38,700 compared to 95,700 a year ago. Reports from representative establishments in the Bay Area reveal employment gains of 5,000 may be expected by mid-March with more than one-half of this in the manufacturing industries.

FINANCE

Financial transactions in January in San Francisco based on bank debits amounted to \$2,979,523,000 and were the highest in history with the exception of the previous month, and 31% above January last year. Oakland and Los Angeles also reported proportional gains. Fresno led the California field with a gain of 45%. Twelfth District bank debits of \$13,093,743,000 were up 33% over last January. San Francisco January bank clearings of \$2,237,611,000 were up 35%. Postal receipts amounted to \$2,801,116 and were up 86.3% above last January. San Francisco Stock Exchange transactions numbering 2,101,909 with market value of \$30,778,236 were up 106.1% in number and 53.4% in amount. There were 7 commercial failures in January with liabilities of \$32,587 compared to 11 last January with liabilities of \$344,018.



TRANSPORTATION

January freight car movements of 16,860 were up 38.6% over last January. Ship arrivals during January numbered 357 with net registered tonnage of 1,736,772 and were up 13% in number and 12.4% in tonnage compared to last January. The number of air express shipments were up 8.6% but the number of rail express shipments were off 12.1%. Fruit and vegetable unloads in San Francisco in January amounted to 1,684 carlots or equivalents and were up 5.9% above last January. Receipts of butter were up 82.7%; cheese 7%; eggs 43%; and poultry 88.2%. Livestock slaughtered was off 10.3%.

UTILITIES

Electrical energy sales were 7.3% above last January and industrial and commercial gas sales were up 2%. Industrial and commercial water consumption rose 0.7% but residential water consumption dropped 4.9%.

INTER-CITY TRAFFIC

January Bay Bridge vehicle crossings numbered 2,384,705 and were unusually high for this period of the year and 12.1% above last January. Golden Gate Bridge crossings rose 15.7% to 720,467.

Hooker & Fay Expand

Hooker & Fay, members of the San Francisco Stock Exchange, announce expansion of activities and quarters, with new offices at 340 Pine Street and a new branch office in Los Gatos.

William J. Tillier, former member of the New York Stock Exchange, is head of the firm's trading department and H. Howland Sinclair is in charge of the Los Gatos branch. It was reported this week.

— Second Century of Progress —

Fox Speaks At 2 Meetings

(Continued from Page 1)

Commerce, the Stockton Adult Education Department and the Agricultural Extension Service of the University of California.

In another public appearance last Friday, Mr. Fox addressed the Golden Gate Paint, Varnish and Lacquer Association at the Palace Hotel on the subject, "1951—Where Do We Go From Here?"

January, 1951

Business Conditions in San Francisco

BRANCH OF ACTIVITY	JANUARY 1951	JANUARY 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1)			
F. C. of C. Index 1935-39 Avg. = 100	295.0	234.9	25.6
CONSTRUCTION PERMITS (2)			
Total	(number) 728	592	23.0
Residential, New	(value) 3,582,701	5,257,711	-31.9
Dwelling Units—New	(number) 150	147	2.0
Single-family Units—New	(value) 1,614,827	3,688,385	-56.2
Two-family Units, New	(number) 179	380	-52.9
Multi-family Units, New	(number) 137	139	-1.5
Non-Residential, New	(number) 14	8	75.0
Additions, Alterations and Repairs	(value) 545,250	632,713	-16.5
Housekeeping Dwellings	(number) 562	424	32.5
Residential—Non-housekeeping	(amount) 1,422,101	916,813	55.2
Non-Residential	(amount) 332,101	251,082	32.3
Non-Residential	(amount) 55,300	750	7273.3
Non-Residential	(amount) 1,035,223	674,981	53.4
REAL ESTATE (3)			
Deeds Recorded	(number) 1,730	1,660	4.2
Mortgages and Deeds of Trust	(number) 1,360	1,319	3.3
Mortgages	(amount) 12,467,717	9,941,333	25.4
RETAIL DEPT. STORE SALES (4)			
San Francisco	(index) 272	215	26.5
FINANCE			
Bank Debits (4)	(\$000) 2,979,523	2,272,853	31.1
Bank Clearings (5)	(\$000) 2,237,611	1,656,978	35.0
Postal Receipts (6)	(\$) 2,801,116	1,588,535	86.3
S. F. Stock Exchange (7)	(shares traded) 2,193,714	1,037,714	106.1
(market value \$)	30,775,236	19,955,372	54.4
COMMERCIAL FAILURES (8)			
Liabilities	(number) 7	11	-36.4
Assets	(\$) 32,387	344,018	-90.5
Assets	(\$) 17,638	190,468	-90.7
MFG. INDUSTRIES-EMPLOYMENT			
BAY AREA (6 Counties) (9)			
Employment	(number) 171,300(b)	151,500(c)	
Average Weekly Earnings	(\$) 70.70(b)	64.33(c)	
NON-MFG. INDUSTRIES (6 Counties) (9)			
Laundering, Cleaning, Dyeing	(av. wky. earnings \$) 46.84(b)	47.31(c)	
Wholesale Trade	(av. wky. earnings \$) 70.30(b)	67.34(c)	
Retail Trade	(av. wky. earnings \$) 57.93(b)	52.21(c)	
Hotels	(av. wky. earnings \$) 44.06(b)	41.96(c)	
PLACEMENTS IN S. F. (10)			
Commercial	(total) 3,776	1,702	121.9
All Other	(number) 1,049	626	67.6
Transportation	(number) 2,627	1,076	144.1
Freight Car Movements (11)			
S. F. Airport Traffic (12)	(number) 16,860	12,170	38.6
Planes In and Out	(number) (n)	6,676	
Passengers On	(number) (n)	35,380	
Passengers Off	(number) (n)	33,376	
Express Shipments (13) Rail	(number) 128,603	145,922	-12.1
Air Mail Loaded and Unloaded (12)	(number) 17,183	15,819	8.6
Air Express Loaded and Unloaded (12)	(lbs.) (n)	1,142,852	
Air Freight Loaded and Unloaded (12)	(lbs.) (n)	1,785,624	
WATERBORNE COMMERCE (Bay Region)			
Vessel Arrivals with Cargo (14)	(number) 357	316	13.0
(net registered tons)	1,736,772	1,544,565	12.4
Vessel Departures with Cargo	(number) 356	307	16.0
(net registered tons)	1,719,121	1,501,112	14.5
Imports—Value (15)	(millions of dollars) 26.3(a)	15.2(a)	73.0
UTILITIES			
Electric Energy Sales Index (16)	(k. w. hrs.) 263	245	7.3
Industrial and Commercial Gas Sales (16)	(cu. ft.) 1,462,066,000	1,215,155,400	20.3
Water Consumption—Residential (17)	(cu. ft.) 97,569,000	102,621,000	-4.9
Commercial and Industrial	(cu. ft.) 150,397,000	149,340,000	0.7
NEW DEVELOPMENTS			
Tourist and Settler Inquiries (1)	(number) 426	479	-11.1
Bay Bridge Vehicle Crossings (18)	(number) 2,384,705	2,128,026	12.1
Golden Gate Bridge Crossings (19)	(number) 720,467	622,457	15.7
DAIRY RECEIPTS (20)			
Butter	(pounds) 3,121,083	1,708,215	82.7
Cheese	(pounds) 1,360,923	1,272,193	7.0
Eggs	(cases) 115,278	115,291	43.0
Poultry, Dressed	(pounds) 2,061,184	1,069,215	88.2
Fruits and Vegetables (20)	(carlots) 1,684	1,591	5.9
LIVESTOCK SLAUGHTER (20)			
Cattle	(total number) 139,597	155,540	-10.3
Calves	(number) 34,883	32,334	7.9
Sheep and Lambs	(number) 3,535	10,129	-65.1
Hogs	(number) 51,969	56,190	7.5
S. F. LIVING COSTS (21) 1935-39 Avg. = 100			
Food	(index) 49,190	56,887	13.5
Apparel	(index) 232.5(b)	210.1(c)	10.7
Rent	(index) 191.6(b)	181.3(c)	5.7
Fuel, Electricity and Ice	(index) 120.0(b)	116.9(c)	2.6
Miscellaneous	(index) 84.8(b)	84.5(c)	2.7
Miscellaneous	(index) 178.5(b)	158.7(c)	12.5
All Items	(index) 169.1(b)	166.3(c)	1.7
Retail Food (21)	(index) 182.8(b)	171.5(c)	6.6

(n) Not available for survey; (a) November latest; (b) December 1950; (c) December 1949.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) S. F. Postmaster; (7) S. F. Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) S. F. Airport, City and County of S. F.; (13) Railway Express Agency; (14) Marine Exchange, Inc.; (15) Bureau of the Census, U.S. Dept. of Commerce; (16) Pacific Gas & Electric Co.; (17) Water Dept., City and County of S. F.; (18) S. F.-Oakland Bay Bridge; (19) Golden Gate Bridge Dist.; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U.S. Dept. of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting The HIGH SPOTS

With Wolt Brown

Warren Burke, United Air Lines' S.F. district sales mgr., reports that almost 658,000 passengers boarded and deplaned from U.A. mainliners at Municipal Airport in 1950—an increase of 18 per cent over 1949. 7 1/4 million lbs. of freight were shipped on, and over 5 1/2 unloaded from U.A. planes in the same period. . . . American Airlines has ordered three more 4-engine 52-passenger DC-6B flagships, bringing to 17 the total of these ships now on order by American, costing \$19,000,000. . . . American Air Filter Co., Inc., Herman Nelson Division, has opened a new branch in S.F. at 225 Bush St., with E. C. Sanford as manager. . . . A. P. Heiner, gen. traffic mgr., Kaiser Steel Corp., Oakland, is new chairman of the statewide Freight Traffic Committee of the Calif. Manufacturers Assn.

Aubrey Drury, well-known California historian and publicist, has been re-elected president of the California Historical Society for the ensuing year. . . . "Grandmother Addie M. Lewis" of Kennewick, Wash., sent the S.F. Chamber a two-dollar check, asking that this organization locate her grandson, Rhody, and give him a cherry pie—his life-long favorite—for his birthday February 22. A Chamber staff lass followed through and Rhody, aboard a ship at the S.F. Naval Shipyard, had his cherry pie on his— and Washington's—birthday. A Chamber-penned note said: "With Love From Grandma" . . . Thomas P. Brown, Jr., well-admired local tennis player and attorney, announces his affiliation with Foxy, Castagnetto & Gallen, law firm at 676 Sacramento St. . . . New address for Allin Associates, Inc., Airways Engineering Corp.: 582 Market St.

"My Camera on Point Lobos," printed by H.S. Crocker Inc., San Bruno, with engravings made by the Walter J. Mann Co., S.F., was named one of the five books of the month in February by the American Institute of Graphic Arts. . . . Larry Murphy, S.F. PR mgr. for Trans World Airlines (he replaced Ken Fletcher who is now in TWA's N.Y. office) announces TWA's new one-stop flights between here and Washington, D.C., inaugurated two wks. ago, take only 9 hrs. 55 minutes from coast to coast. . . . Ellis Larkin of PG&E and David B. Bluford of United Air Lines were named high men in the Chamber's recent membership program. . . . Total TV set ownership in the Bay Area was up to 159,173 as of February 1, according to the S.F. Television Stations Committee composed of KRON, KPIX, and KGO-TV reps. . . . PG&E has come out with an attractive full-color comic book which tells kids how to have fun with kites while avoiding dangers of power lines.

Western Air Lines will celebrate completion of its first 25 yrs. of scheduled air service April 17. . . . Standard Oil announces retirement of its chief exploration dept. geologist, Dr. W. S. W. Kew, and his replacement by W. F. Barbot who since 1946 has been asst. chief geologist. . . . From Pohang, Korea, comes a note from a G.I. and former Jaycee member, George Webb, that BAY REGION BUSINESS and THE SAN FRANCISCO ENJOY good readership among many S.F.'ns over there who had these publications follow them to the battlefield. . . . Conventions going on right now in S.F.: All Industry Frozen Food Convention—about 3,000; Western Candy Conference—about 300. Starting tomorrow: Sports, Travel and Boat Show; the following day: Pacific Dairy and Poultry Assn.

Ports-Transportation Conference Sets Pace For Harbor Mobilization

Means of improving the services and facilities of Bay Area ports so that they may serve community, State and Nation in peace or war were explored by shipping industry leaders at a "San Francisco Bay Area Ports and Transportation Conference" held at the Palace Hotel on February 21.

The conference's purpose was established with the opening remarks of its vice chairman, Carl E. McDowell of Stanford University, who acted on behalf of John E. Cushing, unable to attend the meet because of illness.

"We are here today," Mr. McDowell said, "to take a step forward in setting the pace for national harbor mobilization for any emergency that involves the present or future safety of our country."

Vice Admiral Edward L. Cochrane (USN Ret.), Chairman, Maritime Board and the conference's featured speaker, explained to the gathered shipping leaders that the reason West Coast shipyards did not get a share of new ship construction was because "West Coast bidders were not sharpening pencils quite enough to meet competition."

"WEST CAN BUILD SHIPS"

"The West Coast," Admiral Cochrane said, "can and did build good ships and plenty of them, and they can and will, I hope, build them again. We will help to the best of our ability, but in the end it will be capital and labor, working together out here, who will decide to get into this pilot program leading the way to a real ship-building effort in this country."

On the legislative side of Port improvement, State Senator Jesse Mayor, chairman of the Port Authority Committee, told the gathering that four bills are now awaiting action in Sacramento that would create the San Francisco Bay Area Ports Development Commission.

Purpose of the Commission, as described by Mayor, would, among other things, be to "provide a clearing house for coordination and cooperation, without compulsory regulation, of certain common interests."

State Senator Arthur H. Breed, Jr., after pointing out that approximately one out of every five workers in the State is gainfully employed through the efforts of Port com-

munities, cited the proposed Bay Area Port Development Commission as being a step in the direction of establishing California Ports as leaders in the national picture.

The Bay Area Ports and Transportation Conference also brought to light that:

"The Coast Guard is currently in process of establishing and manning several port security units here in the Bay Area"—Rear Admiral R. J. Mauerman, United States Coast Guard.

"Luckily for the nation, many of the supplies which were desperately needed for the first 'wave of material' headed out to Korea were already stored in warehouses at the Oakland Naval Supply Center"—Captain Thomas L. Becknell, Jr., Oakland Naval Supply Center.

"Ships can play a part to relieve the box car and truck demands of the Pacific Coast States"—James K. Knudson, Administrator, Defense Transport Administration.

"Elimination of handling charges on overland traffic is a step in the right direction"—A. P. Heiner, general traffic manager for Kaiser Steel and spokesman for the California Manufacturers Association.

"There is a new Army policy calling for use of existing facilities in case of port expansion (for the military) providing their use is 'feasible or equally economical'"—Colonel F. B. Mondisset of the Port of Embarkation.

The conference was sponsored by more than a score of Bay Area organizations including the San Francisco Chamber of Commerce and World Trade Association.

Marketing Conference

(Continued from Page 1)

FORD, BROOKDALE, NARG

H. D. Everett, Jr., director of marketing research, Ford Motor Co.; Ransom M. Callicott, Clifton's Brookdale, Inc., and Gerard Klomp, president, National Association of Retail Grocers—developing these subjects: market research, service to industries and present problems of the small store.

Reservations for some or all of the events may be secured at the Chamber, 333 Pine Street, or by telephoning EXbrook 2-4511, Extension 76.

Western Summer Market To Feature Home Goods

San Francisco's place among the major market distribution and management centers of the nation will be spotlighted again this year by the Western Summer Market to be held at the Western Merchandise Mart July 16 through 20, according to Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department.

The Western Summer Market will feature showings in these home goods: furniture, floor coverings, radio-television and appliances, giftwares, lamps and housewares, decorative textiles, toys and juvenile goods and linens, domestics and bedding.

National leaders in each of the seven commodity divisions will be attracted to the Market trade meetings by outstanding program ideas, and will supply information designed to benefit Western industry and trade, according to Snyder.

—Second Century of Progress—

Jr. Grand National Show Shaping Up For Mar. 17-22

All previous records for the Grand National Junior Livestock Exposition are expected to be broken when the fifth annual showing of farm animals by young exhibitors takes to the turf of the San Francisco Cow Palace, March 17-22.

This was the announcement made this week by the Board of Directors of the No. 1-A District Agricultural Association, sponsors of the project.

According to District officials the show this year will include: close to 1,300 exhibitors from six to eight Western states; more than 3,500 head of beef and dairy cattle, hogs and lambs displayed by 4-H Club members and Future Farmers of America; a well-rounded program of competition—judging, showmanship, sheep-shearing and other contests; improved sales procedure, and a thrilling arena show for young and old alike built on the traditions of the ranching West.

Highlight of the opening Arena Show on Sunday afternoon, March 17, will be the appearance of William Boyd as "Hopalong Cassidy."

More than 85 of the younger participants in the show—4H Club members, a boy and a girl from each county in California—will be hosted by the San Francisco Chamber in cooperation with the Chinese YMCA and the Agricultural Extension Service of the University of California. After refreshments and historical briefing on San Francisco's Chinatown, the youngsters will be taken on a sightseeing tour.

TV Stations Receive Awards

Television Station KGO-TV was cited last Saturday night for "station achievement" at the second annual awards banquet of the local Academy of Television Arts and Sciences held at the Fairmont Hotel, according to Maury Baker, promotion manager for the station.

Outstanding television news coverage won William Winter, KPX commentator, the award for the "best news program."

KRON-TV received an award for the "best live show" (Ford Time).

Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Hundreds Gain Up-To-Minute Knowledge On Modern Selling At Marketing Conference

(See photos and digests on Pages 2 and 3)

Hundreds of Northern California businessmen and press representatives converged on San Francisco's Fairmont Hotel yesterday and Tuesday to hear 15 outstanding leaders of the nation's business expound on modern-day selling processes.

They came to ask questions, to present problems of their individual businesses, and to learn how they might streamline their selling operations toward more efficient prosecution of the nation's defense efforts.



DUNLAP C. CLARK, Conference Chairman

It was the Seventh National Marketing Conference, held in San Francisco for the first time, under joint sponsorship of the Chambers of Commerce of the United States, Oakland and San Francisco.

In two morning and two afternoon sessions, nine successful marketers of the nation's products from almost as many different cities delivered informative talks on retail and wholesale marketing and distribution.

In luncheon sessions Tuesday and Wednesday, Clifford D. Cooper and W. S. Rosecrans, National Chamber director and vice president respectively, spoke on reduction of government expenditures and on the "American Opportunity Program."

And, at a special dinner session held Tuesday night, Earl O. Shreve, past president of the National Chamber, spoke strongly on cutting down the public debt when he asked, "What of Tomorrow?"

The conference opened at 10 a.m. Tuesday and adjourned last night. Chairmen were Adrien J. Falk, Alan J. Lowrey, Karl Stull, Malcolm Brock, W. H. Park and Louis J. Breuner. Dunlap C. Clark of Oakland was Conference General Chairman.

— Second Century of Progress —

Bradford Outlines Plan For Preserving Freedom

If America is to protect freedom abroad, she must preserve it at home.

Ralph Bradford, International Vice President of the Chamber of Commerce of the United States, offered this "watchword" for all Americans as he spoke last Thursday before a luncheon meeting at the San Francisco Commercial Club jointly sponsored by the Chamber, the Club and the Central and Northern Chamber of Commerce Executives.

As a direct means of protecting America's freedom, Bradford outlined a five-point program of a "return to: 1—Intellectual honesty and a sense of citizenship responsibility; 2—A belief in solvency, rather than bankruptcy, as a national policy; 3—The sound principle that it is the duty of the people to support the government, not the duty of government to support the people; 4—An international policy that the American people understand and approve; 5—Old-fashioned patriotism and pride of country."

Bradford is engaged in policy-level work in the international interests of the National Chamber.

European Group To Study City's Foreign Trade Zone

San Francisco's Foreign Trade Zone will be the object of a study by a 16-man team of European importers and trade specialists from nine Marshall Plan countries scheduled to be here from March 19 to 21, according to Alvin C. Eichholz, Manager of the Chamber's World Trade Department.

Reason for the team's on-the-spot study is to determine the value of using foreign trade zones to promote greater trade between Western Europe and the North American "dollar area."

The group will visit five other trade zone cities and Chicago. Their San Francisco tour has been arranged by the Board of State Harbor Commissioners, the United States Department of Commerce and the Chamber.

The European team includes not only private exporters and importers, but also National Chamber of Commerce and Trade Association officials.

Wylie To Direct World Trade Week

Robert H. Wylie, San Francisco Port Manager, Board of State Harbor Commissioners, last week was appointed chairman of the 1951 World Trade Week Committee by Frank Jacobs, acting president of the Chamber's World Trade Association. The committee, composed of 22 San Francisco foreign trade executives, is responsible for this year's local celebration, May 20 to 26,



ROBERT H. WYLIE

which will spotlight the value of world commerce to San Francisco and to the nation.

Acclaimed last December as "Shipping Man of the Year" by the Marine Exchange, Wylie has been local Port Manager since February, 1947. Since that time he has been affiliated with the Propeller Club and the Merchant Marine committee of the San Francisco Chamber of Commerce; a director of the Marine Exchange; a director of

(Continued on Page 4, Column 1)

— Second Century of Progress —

Don't Forget Those Record Reports For OPS, March 23!

Word reached the Chamber this week from Washington that the Office of Price Stabilization has extended the deadline for OPS record keeping by manufacturers, wholesalers and retailers to March 23.

By the March date, sellers must have "Base Period" and "Current" records. The base period includes December 19, 1950, to January 25, 1951, inclusive, and the current period began on January 26, 1951.

According to the Washington report, mechanics of constructing "pricing charts" are outlined in Ceiling Price Regulation Seven which is available at the Regional OPS Office, Flood Building, 870 Market Street, San Francisco.

12 Million In New Bay Area Industry

Bay Region industrial development exceeded 12 million dollars of capital investment in new plants and expansions for January, according to the initial 1951 survey by the Chamber's Industrial Department.

The total investment figure of \$12,887,400, representing 8 new plants and 53 expansions, was nearly three times the investment reported for a comparable period last year.

Tabulations for January show:

San Francisco			
2 New plants	\$ 20,000	6 Jobs	
7 Expansions	298,500	65 Jobs	
9 Projects	\$ 318,500	71 Jobs	
Bay Region (12 Counties)			
8 New plants	\$ 802,000		
53 Expansions	12,085,400		
61 Projects	\$12,887,400		
Northern California			
9 New plants	\$ 1,802,000		
57 Expansions	12,725,400		
66 Projects	\$14,527,400		

Significant developments for January included:

Announcement that Chrysler Corp. will construct a 730,000 square foot steel frame and concrete building adjacent to its present Dodge factory in San Leandro. The new auto body building plant will increase employment to a total of 3,000 persons. Completion is scheduled for the end of 1951.

Leasing by the Oakland Aircraft Division of the Kaiser-Frazer Corp. of the Osborne Machinery Co. plant in San Leandro for fabrication of aircraft sections for Lockheed P2V Navy patrol bombers. Completion of an additional 40,000 square foot building now under construction is scheduled for April, 1951.

Expansion of facilities at Antioch by Fibreboard Products, Inc., with the addition of a 75,000 square foot warehouse for the storage of cartons.

Construction by Owens-Corning Fiberglas Corp. of additional plant space of 50,000 square feet at its Santa Clara plant. The new expansion will house a third machine for the manufacture of Fiberglas Aerocor.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lists of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBROOK 2-4511, Ext. 56.

D-7169 CLAREMONT PIGMENT DISPERSION CORPORATION, 110 Wallabout Street, Brooklyn 11, New York, manufacturers of base materials for the industrial finishing industries, desirous of establishing a sales agency for their products in this area.

D-7170 VERMONT FLEXIBLE TUBING COMPANY, 7 Park Avenue, Lyndonville, Vermont, manufacturers of low-pressure flexible tubing and fittings suitable for conveying liquids, etc., on machinery and for hydraulic lines, wish to appoint a distributor for this area.

D-7171 BUCKEYE ENTERPRISES, Findlay 1, Ohio, offer representation covering Illinois, Indiana, Ohio, Pennsylvania, Michigan, West Virginia for local manufacturers of food items or allied lines. Will consider expanding their facilities to cover other lines.

HIGHLIGHTS — SEVENTH NA

OPENING SESSION TUESDAY LUNCHEON WEDNESDAY LUNCHEON
CHAIRMAN CHAIRMAN CHAIRMAN

CHAIRMAN



ADRIEN J. FALK
President, California State
Chamber of Commerce



ALAN J. LOWREY
President, San Francisco
Chamber of Commerce



WM. H. PARK
President, Oakland
Chamber of Commerce

CHAIRMAN

A LOT OF "GROUND" was covered at the Seventh National Marketing Conference in a total of 15 enlightened talks! Noted here are excerpts from nine of them—the available at "press time." It is hoped these highlight quotes may serve as a bird's-eye view of at least three-fifths of the Conference proceedings. Next week, the rest of the talks will be covered here in similar fashion.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

NATIONAL PRODUCTION AUTHORITY

The two orders listed below were recently issued by the National Production Authority. Full texts are available in the Industrial Department of the San Francisco Chamber of Commerce.

NPA, M-38, LEAD, dated February 16, 1951.

This order sets forth limitations on inventories of lead and materials containing lead other than ores and concentrates; it explains the conditions under which reports are required in connection with production, receipt, shipment, use and inventories of lead and materials containing lead.

NPA, M-39, ANTIMONY, dated February 16, 1951.

This order sets forth limitations on inventories of antimony and materials containing antimony other than ores and concentrates; it explains the conditions under which reports are required in connection with production, shipment, receipt, use and inventories of antimony and materials containing antimony.

For the 19-week period from October 25, 1950 to February 28, 1951, contracts valued at more than \$3 million dollars have been awarded by the military to Bay Region firms as indicated by the U. S. Department of Commerce synopsis. To acquaint Bay Region businessmen with types and volumes of area military purchases, these data are summarized as follows:

CONTRACT AWARD INFORMATION

A summary of the U. S. Department of Commerce Consolidated Synopsis of Contract Award Information (complete contract information available at the Chamber's Industrial Department) for the weeks ending February 21 and February 28, indicates the following volume and types of contracts awarded to Region firms:

Product	No.	Amount
Food and Kindred Products	39	\$6,600
Chemicals and Allied Products	5	234
Fabricated Metal Products	11	80
Textile Mill Products	2	25
Service	3	11
Rubber Products	2	6
Electrical Machinery	2	9
Lumber	1	7
Petroleum	1	3
Paper and Allied Products	1	9
Total	67	\$8,388

Product	No. of Contracts	Amount	% of Total
Food and Kindred Products	449	\$51,966,786	55.4
Petroleum	13	15,946,050	17.1
Rubber Products	6	6,525,985	7.0
Fabricated Metal Products	61	6,367,012	6.8
Service	27	3,752,984	4.0
Chemicals and Allied Products	34	2,446,906	2.6
Electronics	5	2,213,289	2.4
Paper and Allied Products	12	1,003,874	1.1
Textile Mill Products	6	856,607	.9
Tobacco	8	832,727	.9
Lumber	13	688,033	.7
Electrical Machinery	5	570,986	.6
Wood Products	5	184,488	.2
Minerals	2	66,263	.07
Total	646	\$93,421,990	100.0

NAL MARKETING CONFERENCE, MARCH 6, 7

POIGNANT EXCERPTS FROM ADDRESSES OF NINE CONFERENCE SPEAKERS

DR. HAROLD ALSPAUGH

Chief, Sales Research & Control, H. J. Heinz & Co., Pittsburgh, Pa.

REDUCING THE COSTS OF DISTRIBUTION SERVICES TO A WAR ECONOMY

I believe that in about two or three years our distribution facilities will be called upon to support a volume of production for civilian consumption at a level substantially above anything we have seen to date. Then if we go through another major world war, I am hopeful that our marketing system can come out of such a war stronger than it has in the last war. Otherwise, our economy is so tied to controls of all kinds, that we will never regain our system of free enterprise. If we are tied to an economy of Federal Government controls, then we have lost one of our freedoms and it will be merely a question of who is at the controls."



EARL O. SHREVE

Past President, Chamber of Commerce of U. S.

"WHAT OF TOMORROW?"

"We carry a staggering public debt unparalleled in history—more than a quarter of a trillion dollars. "The interest on the public debt alone is more than all the expenditures of the government for all purposes in 1933.



"I firmly believe that we can cut at least 14 billion dollars from the proposed budget and that the public benefits would far outweigh any damage done.

"We must think, talk and act for cuts in less-essential government spending.

"We simply must find a way to turn the tide and return to the practice of real thrift and economy in government if we are to remain strong for the long struggle."

RANSOM M. CALLICOTT

Cliffton's Brookdale, Inc., Los Angeles; Director, Nall, Restaurant Assn.

"HOW THE SERVICE INDUSTRIES CAN MEET TODAY'S RESPONSIBILITIES"



"We, in the Service Industries, know we have the obligation, more than ever before, to see that what we do for our own private interest conforms to the public interest and the national welfare.

"Our obligations to give the best possible service to the most people at the lowest possible costs will require greater effort, greater patience, greater resourcefulness.

"We are urging all people in service organizations to join and support their trade associations, business organizations, Chambers of Commerce, which can place trained observers in advantageous listening posts which can report back to membership, make intelligent representations to legislators and administrators."

PHILIP CORRIN

Vice President, Bullock's Inc., Los Angeles

"RETAILER PROBLEMS TODAY"

"Decentralization, or suburbanization, is one problem which is going to revolutionize retailing, which is permanent, and which will incidentally have its impact on other businesses and occupations.

"As suburbanization continues, more people are attracted to live in a suburban community because there are stores near necessities of home-life that provide richness of their wants.

"Isn't too long before you have a really substantial community.

"Then the downtown store has a real problem.

"To downtown retailer must do everything possible to put order and planning into the suburbanization change."



BENNETT S. CHAPPLE, JR.

Asst. Vice President, U. S. Steel Co., Pittsburgh, Pa.

"ARE FUNDAMENTALS OF SOUND MARKETING CHANGING?"

"Now, as perhaps never before, marketing men must keep themselves alert, aggressive and flexible in their thinking.

"We cannot afford to leave distribution problem decisions either to Government theorists or to men whose primary training in industry has been in other fields of endeavor.

"We must be prepared to advance simple constructive courses of action designed to solve our problems effectively.

"The new industrial capacities now being planned and built should write a final end to the abnormal situation within a year or two, provided that international relations do not further deteriorate."



H. D. EVERETT, JR.

Dir. of Marketing Research, Ford Motor Co., Dearborn

"HOW MARKETING RESEARCH SERVES DISTRIBUTION IN A WAR ECONOMY"

"I think it's important that we be clear in our own minds as to the difference between a 'war economy' and the situation we're in today.

"The changes that are taking place in our economy may not be temporary at all. They may evolve into a more or less permanent pattern which could reshape our economic habits and customs. Certainly if the present world tension should be prolonged indefinitely, we can't hope to escape some lasting effects.

"Unless we should go to war during the next few years, the pressure will be on both production and distribution. As production expands, distribution will become even more important."

ARNO JOHNSON

Vice President, J. Walter Thompson Co., New York

"HOW INTERNATIONAL DEVELOPMENTS AFFECT THE BUSINESS OUTLOOK"

"To finance war or defense expenditures, the government must turn to increased taxes or increased borrowing. The ability to support these new taxes or new loans to government will depend on the maintenance of a high level of civilian earnings—both individual and corporate. We must, of course, meet defense demands and it is obvious that defense orders must have priority over civilian needs which means that some items will be in a short civilian supply.



"Our over-all production potential is such that we should still be able to encourage an advancing standard of living, and also continue to promote thrift through increases in savings bonds, insurance, and other forms of savings."

RAY W. TURNBULL

Commercial Vice President, General Electric Co.; Vice President, San Francisco Chamber of Commerce

MANUFACTURER-DISTRIBUTOR PROBLEMS DURING A NATIONAL EMERGENCY

"Manufacturers and distributors have a joint responsibility in maintaining as high a level of economy as possible under the national emergency.



"Instinctively in inherently every American desires controls and restrictions which interfere with his right to liberty and the pursuit of happiness; but even more strongly, every American hates the circumstances which make necessary, and without question and without the intelligence and vitality at his command, will do anything to make America great; for whatever conflict lies ahead."

GERARD KLOMP

President, National Association of Retail Grocers

"SMALL STORE PROBLEMS IN A WAR ECONOMY"

"It is the retailer who is the last and most important link in the whole chain of distribution."

"In the year 1949, food store sales exceeded 31 billion dollars to make food retailing the biggest business in the entire country.

"The major part of this food distributive function is the work of 375,000 independent retail food stores in our land.

"In independent retail food stores in 1949, Americans spent 19½ billion dollars, or approximately 64 per cent of the total sales, for the products of our farms, factories and processing plants.

"The food business today is handled from farm to consumer at the lowest margin of profit of any business—3 per cent."



Foreign Trade Zone Shows Large Increase Over 1950

San Francisco's Foreign Trade Zone wound up 1950 with a 37.6 per cent increase in business over the previous year, it was announced this week.

The unique "free port" at Pier 45B received 12,129 tons of merchandise for storage and processing free from customs rules and duty payment, as compared with 8815 tons for 1949.

Fourth quarter, 1950, receipts were 2514 tons valued at \$1,350,282, according to James Campbell, Zone superintendent.

Duty and internal revenue taxes collected in the same period were \$215,359 and 2382 tons of goods were delivered from the Zone.

—Second Century of Progress—

Pacific Port Business

Soon To Be Tabulated

Business through Pacific ports will be pictured in a unique statistical program being developed by the Western Transportation Council, according to Louis S. Kraemer, secretary of the Council.

The standardized statistical program calls for tabulation—by commodity and foreign country in terms of weight and dollar value—of all movements through each individual Pacific Coast port, and comparison of total movements with those of the Gulf and Atlantic.

In announcing the new program, Kraemer said, "Numerous times in the past promotional efforts have been stymied by lack of concrete factual data upon which to base a constructive program."

Wylie W.T.W. Chairman

(Continued from Page 1)

both the Pacific Coast and American Associations of Port Authorities, and president of the California Association of Port Authorities. He has been a consultant to the National Security Resources Board and the Defense Transportation Administration.

"Our special theme this year will be San Francisco's role as a great world port, ready to serve the nation in peace and war," Wylie said this week. "Through the Fourth Annual World Trade Fair, to be held in the Palace Hotel from May 23 to 27, the wide variety of goods and services available from abroad through our port will be exhibited to the public, to travelers and to buyers."

"This focusing of attention by businessmen, shippers and the public in the Western states can do much to assist us in selling San Francisco as the natural point through which manufacturers of the West should ship their products and direct their imports."

In a variety of government transportation duties over a period of many years, and as a Brigadier General in the United States Army, Wylie long has played an important part in the coordination of military shipping operations in overseas ports in all parts of the world.

Calif. Conservation Week Spotlights Resources

California Conservation Week began yesterday, and, through March 14, will spotlight to Californians the value of their natural resources, according to Aubrey Drury, San Francisco historian and president of the California Conservation Council, sponsor of the yearly observance.

Under supervision of Warren T. Hannum, director of the State Department of Natural Resources who is this year's Conservation Week chairman, activities throughout the state will emphasize the importance of California's water, forest, recreation, soil, and wildlife resources.

Cooperating in the state-wide observance is the Save-the-Redwoods League, according to Drury, which for years has encouraged grants of redwood timber land for perpetuation in their natural states.

Yesterday, the 102nd anniversary of the birth of Luther Burbank, the League cooperated in honoring the famous California horticulturist, and is sponsoring establishment of a Luther Burbank Grove in the Redwood forests.

—Second Century of Progress—

Art Commission Approves Plans For New Air Terminal

Plans for a new passenger terminal at the San Francisco Municipal Airport have been approved by the San Francisco Art Commission, according to the city's Public Utilities Commission.

Architectural plans for the new building must now be approved by the Civil Aeronautics Administration, since Federal airport aid funds are being sought to pay part of the construction cost, according to Commission spokesmen.

Exact cost of the building, which will measure 200 feet by 400 feet at the ground floor (excluding ramps), will not be known until the bids are entered.

Hitting The HIGH SPOTS

With Walt Brown

Human Interest Grabs a Headline: The following exchange of telegrams last wk. made national press and radio news: Seattle C. of C. to S.F. Chamber: "DEEPLY TOUCHED BY NEWS OF YOUR UNUSUAL WEATHER (Snow!) SUN SHINING BRIGHTLY HERE." S.F. Chamber to Seattle: "CONDOLENCES APPRECIATED BUT UNNECESSARY. SNOW PLANNED BY S.F. CHAMBER FOR FROZEN FOOD CONVENTION HERE. CONVENTION ENDS TOMORROW, SO WILL SNOW." P.S. It did. Then it snowed in Seattle . . .

Imported Marble—one of the largest single shipments from Europe in 25 yrs., Roman Travertine quarry blocks—was unloaded last wk. by APL for Vermont Marble Co., 65-yr.-old S.F. firm. Took 10 S.P. cars to transport it from dock to Vermont plant! [This is the same type used in Standard Oil's new Bush St. bldg.] . . .

Look at whom the S.F. Woman's Chamber hosted at yesterday's meeting: (1) The wife of the mayor of Seoul, Korea, Mrs. Lee Kipoong [she's a professor of ENGLISH LITERATURE in SOUTH Korea]; (2) Mrs. Chang Duk Soo, principal of Kyungki Public Girls' Middle School [no, that name's RIGHT]; (3) Vining T. Fisher, gen. mgr. of S.F.'s Parking Authority, who spoke on progress of underground garage construction . . .

C. Tennant, Sons & Co. of N.Y. last wk. opened its P.C. Coast office at 333 M'garnery under Dale W. Delaney, mgr. Will specialize in heavy chemicals, metals, ores, concentrates and produce, representing producers & consumers in 37 nations . . .

Potentials of Brazil, economic & business, will be discussed March 19 at the School of World Business by J. Fabinio, Brazilian consul gen. in S.F. . . .

Western Lithograph Co. of S.F. has won the 1950 Direct Mail Advertising Assn. "Best of Industry" Award for excellence in selling itself by printed direct mail . . . Keith Kerby took over KGO-AM's program direction Men., replacing John Galbraith, who has gone into radio-TV free-lance work . . .

John C. Barton, asst. dir. for Export Supply, OIT, spoke on "Current Developments in Export Control" at yesterday's World Trade Assn. meet.

Correct 1950 Living Costs and Livestock Tabulation

The section of the January, 1951, tabulation of Business Conditions in San Francisco which appeared on Page 3 of the March 1 issue of BAY REGION BUSINESS, referring to Livestock Slaughter and S.F. Living Costs, should have been as follows:

LIVESTOCK SLAUGHTER (20)	(total number)	139,597	155,540	-10.3
Cattle	(number)	34,883	32,334	7.9
Calves	(number)	3,555	10,129	-65.1
Sheep and Lambs	(number)	51,969	56,190	-7.5
Hogs	(number)	49,190	56,887	-13.5

S. F. LIVING COSTS (21) 1935-39 Avg. = 100

Food	(Index)	232.5(b)	210.1(c)	10.7
Apparel	(Index)	191.6(b)	181.3(c)	5.7
Rent	(Index)	120.0(b)	116.9(c)	2.6
Fuel, Electricity and Ice	(Index)	86.8(b)	84.5(c)	2.7
House Furnishings	(Index)	178.5(b)	158.7(c)	12.5
Miscellaneous	(Index)	169.1(b)	166.3(c)	1.7
All Items	(Index)	182.8(b)	171.5(c)	6.6

(b) December 1950; (c) December 1949

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SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Judge Honored By Extension of Reciprocal Trade Plan, Dept. of Commerce Without Changes, Urged By Chamber

"For many years of extremely competent service in the field program of the Bureau of Foreign and Domestic Commerce."

Such is the wording of a certificate accompanying a silver medal which has been presented by Secretary of Commerce Charles Sawyer to John Judge, regional director of the United States Department of Commerce field office in San Francisco.

News of the presentation came from John C. Borton, assistant director for Export Supply of the Office of International Trade, who spoke at a meeting of the

Reaffirmation of its long-standing policy in support of the Reciprocal Trade Agreements program was made last week by the San Francisco Chamber of Commerce when its Board of Directors unanimously approved federal legislation which would extend the program for an additional three years.

Acting on recommendations by the Chamber's World Trade Week committee and World Trade Association, the Board put its stamp of approval on a federal measure to extend, under Section 350 of the Tariff Act of 1930, the trade agreements authority of the President to June 12, 1954.

Retail Merchants Sponsor Meet With OPS Directors

Homer Potter, District Director of the Office of Price Stabilization, and Mark Shaw, Price Director of the Regional OPS office in San Francisco, will discuss Ceiling Price Regulation 7 at a special meeting to be sponsored by the Chamber's Retail Merchants Association Monday, March 19, it was announced this week by D. P. Street, Managing Director of the Association.

Street described the meeting, to be held at Galileo High School auditorium at 7:30 p.m., as "a most important one to all retailers" and said that those attending may receive answers to any and all questions concerning the Regulation.

Potter is OPS director over the area from Fresno and Monterey to the Oregon border, which serves 4,100,000 people and represents 39 per cent of California's population, according to Street. He described Shaw as "a man of wide experience with a background of 30 years in the retail field."

The meeting is being held primarily for the benefit of the district merchants. However, all San Francisco retailers are invited, Street said.

Continuation of this government's policy to foster two-way trade and meet the practical aspects of the current international situation without unnecessary restrictions was urged in the Chamber's supporting statement which contained arguments opposing four amendments to the act approved by the House of Representatives.

"The suggested amendments are needless and would be crippling to the operation of the program," said T. C. Franck, chairman of the Chamber's World Trade committee.

Referring to the Chamber's action in ap-

(Continued on Page 2, Column 1)

Rohde To Report At Meeting Of Advisory Board Here

Walter A. Rohde, Manager of the Chamber's Transportation Department, will be a featured speaker at the Pacific Coast Transportation Advisory Board's 84th regular meeting to be held at the Bellevue Hotel in San Francisco, March 15 and 16.

Problems affecting transportation on the Pacific Coast and the nation will be discussed at the meet to be presided over by J. W. Witherspoon, assistant general traffic manager of the United States Rubber Company, Los Angeles.

Robert J. Bayer, editor of "Traffic World," national transportation magazine, is scheduled to make the principal address of the gathering, March 16, on the subject of "Transportation and the National Emergency."

School Week Announced

San Francisco's annual observance of Public Schools Week will take place April 23 to 28.

According to John H. Brooke, chairman of the San Francisco committee for the celebration, the slogan for the 1951 event will be, "The Public School—An American Heritage."

All of the city's public schools will hold open house and the committee has set, as the week's objective, the securing of the "largest possible number of interested men and women" to visit the schools and acquaint themselves with the work being done.

NORTHERN CALIFORNIA RESEARCH CONFERENCE SCHEDULED FOR APRIL 5

Functions of research in a defense economy will be the keynote subject of the Third Annual Northern California Research Conference to be held Thursday, April 5, at the Palace Hotel under sponsorship of the San Francisco Chamber of Commerce, Stanford Research Institute, Stanford University and the University of California.

Announcement of this year's conference, bringing together experts in the field from all over the nation, was made this week by E. L. Fox, Chamber General Manager, and Randle P. Shields, Manager of the Chamber's Special Events Department.

They reported that six individual speakers in addition to a special panel, repre-

senting education, business and research institutions, will carry out the conference's purpose, which is:

"To effect a wider recognition of the nature and importance of research facilities and their function and potentialities in meeting the problems resulting from the present world situation."

Subjects to be covered by major talks include: problems of providing adequate scientifically-trained personnel in a defense economy, functions of research institutes and of industrial research departments in the present economy, the local, national and international needs for research, and how Northern California research facilities are serving the defense economy.

Dr. M. E. Spaght, president, Shell Devel-

opment Company, and A. B. Layton, vice president, Crown Zellerbach Corporation, are chairmen respectively of the Conference Executive and Program committees.

C. Girard Davidson, until recently Assistant Secretary of the Interior, general counsel of Bonneville Power Administration and assistant general counsel for the War Production Board, will give the feature address of the day, "Present National Need for Research," at a luncheon session to be presided over by Chamber President Alan J. Lowrey.

"It is considered particularly important, actually from a national standpoint, that a forum on research and development be held at this time in the West," Mr. Lowrey said in a letter to one of the speakers.

Firms Wanting Trade With Japan Urged To List At Japanese Overseas Agency

San Francisco Bay Area firms doing business with Japan or wishing new contacts to buy or sell in that country may register with the Japanese Government Overseas Agency office in San Francisco, according to the San Francisco Chamber of Commerce.

A list of Northern California firms handling Japanese goods will be prepared by the Agency under Atsushi Uyama, the bureau's chief, and distributed to retailers and buyers at the fourth annual World Trade Fair at the Palace Hotel, May 23 to 27.

The lists will also be used to answer daily inquiries received by the Agency and by the Chamber from retailers and wholesalers all over the United States, according to Alvin C. Eichholz, Manager of the Chamber's World Trade Department.

Lists of firms exporting to Japan or interested in developing such business will be used to service inquiries from Japan for sources of supply here, he said.

A questionnaire will be sent without charge to firms interested in being listed, on request to the Agency, 465 California Street, San Francisco.

Trade Agreements Urged

(Continued from Page 1)

proving the extension legislation minus the amendments, Franck continued:

"Abandonment of the trade agreements program would create the impression with people of the free nations of the world that we were repudiating our existing economic policy by turning back to commercial isolationism. This would destroy the confidence of the free nations as to our international economic intentions.

"There can be no turning back from our policy of international cooperation to attain a peaceful world."

"The Chamber believes the threat of military aggression, subversion, stirring up of class strife and exploiting of discontent and poverty, can be met only by continuation of this country's policy of a greater exchange of goods between countries with the full benefit of economic development and greater production," said Frank T. Jacobs, acting president of the World Trade Association.

Alvin C. Eichholz, manager of the Chamber's World Trade Department, said:

"With San Francisco's present program of improving its harbor facilities, constructing the World Trade Center, and expanding the San Francisco School of World Business—all supported by the San Francisco Chamber of Commerce—a reversal of our position at this time by not favoring continuation of the trade agreements program would in effect be a repudiation of these objectives. It would reverse our historical position of using the Trade Agreements Act as a vehicle for promoting expansion of world trade and shipping."

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Leadership Training Plan To Be Sponsored By J. C.

"Leadership—A Young Man's Challenge" is the theme of the second annual Leadership Training Program to be sponsored by the Speakers' Committee of the San Francisco Junior Chamber of Commerce March 21 and 28 and April 4.

Martin H. O'Brien, Jr., chairman of the event, announced that the program, to be held at Scottish Rite Auditorium at 5:15 p.m. on each of the three days, will feature these talks:

"Goals in Life" by Mark Sullivan, president, Pacific Telephone & Telegraph Co.; "Selling Yourself" by Joseph Gilbert, director of sales training, Moore Business Forms; and additional talks by:

Adrien J. Falk, president, S. & W. Fine Foods and president, California State Chamber of Commerce; Charles L. Wheeler, vice president, Pope & Talbot; S. B. Stewart, Jr., vice president, Bank of America; Henry Kaiser, Jr., vice president, Kaiser Industries.

Purpose of the program, O'Brien said, is to give "tomorrow's business leaders an unparalleled opportunity to benefit from experiences of today's top businessmen."

Tickets may be obtained from the Junior Chamber offices, 333 Pine Street.

—Second Century of Progress—

"Operation Morale Lift"

Wounded servicemen at Letterman, Oak Knoll and Mare Island Hospitals currently are receiving 2,500 copies of 55 different magazines as a result of a San Francisco Junior Chamber of Commerce project.

To fill the urgent need for magazines in Bay Area Service hospitals, the Security and Defense Committee of the Junior Chamber last December began the project—"Operation Morale Lift."

An appeal to the general public gained \$600 to be used for magazine subscriptions. The San Francisco News Co., the Smith News Co. and the Golden Gate Magazine Co., local magazine distributors, weekly are donating hundreds of currently off-sale magazines. Several publishers are sending magazines directly to the three hospitals. On an annual subscription basis, these combined magazines have a value of more than \$10,000.

Don Dillion of Blake, Moffitt and Towne, was project chairman.

New Authority For Dept. of Commerce Office

Delegated authority to amend export licenses will be granted the San Francisco Regional Office of the Department of Commerce as a result of informal requests made by the San Francisco Chamber of Commerce and the Export Managers Association, according to John C. Borton, assistant director for Export Supply, Office of International Trade of the United States Department of Commerce.

Borton, in a speech before the Chamber's World Trade Association March 7 at the Fairmont Hotel, revealed the new program is "now ready to go."

"Although it will not be a complete delegation of authority for the regional offices for all types of amendments," he said,

Red Cross Active In Peace, War... Donations Needed!

As United Nations forces in Korea were winning new gains this week, the American Red Cross—"our servicemen's comrade in arms"—was swinging into the second week of an all-out campaign to insure a continuation of the effective service rendered by the organization in both peace and war.

Even in peacetime, the Red Cross program of Services to the Armed Forces is regarded by the military as a vital adjunct in maintaining morale. And it is to this program that a great part of the \$85,000,000 which the Red Cross needs this year to carry on its work will be budgeted, according to the Pacific Area Office located in San Francisco.

With the country in a state of national emergency and the size of its armed forces approaching the three million mark, the demand and need for these Red Cross services is nearing wartime magnitude. They include counselling and emergency communications services, emergency financial assistance and verification of home emergencies on which military authorities base decision regarding granting of emergency leaves.

Veterans and their families are given similar counselling, help with claims for government benefits and emergency financial assistance pending receipt of service connected disability benefits. And in military hospitals, personal services like writing letters for the immobilized, shopping and distributing comfort items become mighty important to the wounded, bedridden soldier.

Civil Defense is still another story, according to the local Red Cross office. At the request of the government, the Red Cross has already embarked on the tremendous task of training 20,000,000 Americans in First Aid, training another million in Home Nursing and recruiting and training a quarter of a million Nurses Aides. The Armed Forces has asked the Red Cross to use its resources to collect blood to save the lives of battle-wounded servicemen. This assignment is in addition to its normal program of providing the life-giving fluid to hospitals and clinics in areas served by its regional centers here at home. Added to this is the staggering problem of planning for reserves of blood plasma for civilian defense—also a Red Cross job.

"there is no reason why the initial limitations of authority cannot be eliminated, once the program gets going."

Under the new ruling, the San Francisco Regional Office will be able to grant 90-day extensions on licenses, correct obvious errors, and, under certain circumstances, amend licenses with respect to prices and quantities.

The proposed plan was brought to Borton's attention by Alvin C. Eichholz, Manager of the Chamber's World Trade Department, and Gordon Graham, president, Export Managers Association, at a two-day meeting of the Department of Commerce West Coast Advisory Committee in Los Angeles, March 5 and 6.

SEVENTH NATIONAL MARKETING CONFERENCE

(Sponsored by the Chambers of Commerce of the United States, San Francisco and Oakland, the first National Marketing Conference ever held in the Western United States, which concluded March 7 in the Fairmont Hotel,

featured 15 talks on modern retail, wholesale and distribution processes. Below are highlight excerpts from six of these speeches—those not available in time for last week's summary on this page.—Ed.)

CHARLES T. LIPSCOMB, JR.

President, Pepsodent Division, Lever Bros., N.Y.

"MANPOWER AND TRAINING PROBLEMS IN DISTRIBUTION"

"The future of this country will depend to a large degree on the character and ability of the men who make up top management in American industry.

"To meet America's responsibilities of production of a maximum supply of civilian goods and at the same time be prepared to meet the constant threat of war, we need a solid backlog of the best productive and creative brains in the country.

"Without trained, competent personnel, particularly in management, we can't do the job.

"Most business leaders and their companies are not doing the job they should in the selection and training of young men with top executive potentialities. Today, many companies are trying to find experienced executives for key jobs. They would all be better off if they had developed men for these jobs within their own businesses."



— Second Century of Progress —

JOHN S. KNIGHTON

General Sales Manager, Servel, Inc., Evansville

"SELLING IN TODAY'S MARKET"

"This is a ripe time for a re-examination of each firm's sales philosophy.

"Too often, sales forces unconsciously sway toward only one section of the consumer population without also reorganizing their promotional effort to cover this section more thoroughly. This is waste. If a firm concentrates on one consumer classification, it should do it consciously and thoroughly.

"Merchandisers have found increased profit figures by studying the actual market they cover and re-orienting selling procedures to concentrate on that market."

J. R. CHRISTIANSEN

Zion's Co-Operative Mercantile Institution, Salt Lake City; Director, Wholesale Dry Goods Inst.

"HOW THE WHOLESALE CAN MEET TODAY'S RESPONSIBILITIES"

"Probably no single problem presents as many difficulties to wholesalers as does the problem of handling costs (or operating costs). It is so interwoven with all other aspects of wholesale operation that to solve the problem of handling costs, one must solve practically all other phases of wholesale operation. It is only when a wholesale establishment as a whole is working efficiently that handling costs are in line.

"Much progress has been made in the reduction of handling costs by: 1—More modern plants and material handling methods; 2—Simplification of procedures; 3—Better control of inventories and a finer sensitivity to the movement of goods.

"The approach to expense reduction which pays the largest return is the approach which concentrates on positive increases in selling effectiveness."

— Second Century of Progress —

CLIFFORD D. COOPER

Clifford D. Cooper, Investments; Director, Chamber of Commerce of the United States

"WE MUST REDUCE GOVERNMENT EXPENDITURES"

"If we aren't careful, America will walk out the front door with a great military program and let Stalin and the Communists creep in the back door.

"The Federal Budget can be reduced by at least seven billion dollars.

"Cuts recommended by the National Chamber are in areas of housing subsidies (300 million); health, welfare and education programs, including new proposals for aid to education and national health insurance (1.6 billion); agricultural aids and subsidies (1 billion); stabilization and promotion of defense production, which is estimated at more than four times the World War II peak (1 billion), and foreign aid program (2 billion).

"Our foreign aid program totals more than 7 billions in the new budget and includes an unspecified amount of foreign economic aid."

D. F. WRIGHT

Division Vice President and Controller, Sperry Div., General Mills, Inc., San Francisco

"HOW DISTRIBUTORS CAN MEET NEW PUBLIC RELATIONS PROBLEMS"

"The 'Public Relations of the Distributing Organization' is that whole complexity of elements which add up to a favorable public opinion toward an organization—elements which range from sound labor policies to courtesy on the part of telephone switchboard operators.

"We should all try to overlook the apparent 'politics as usual' atmosphere in Washington and cooperate to the fullest with the defense program.

"Manufacturers should step up production and drive for highest efficiency in manpower and equipment, maintain prices which are consistent with costs and allocate supplies equitably among customers through regular channels of trade.

"Distributors should discourage hoarding on the part of the public and give ample facts to their customers about supply and prices."

— Second Century of Progress —

W. S. ROSECRANS

Pres., W. S. Rosecrans, Los Angeles; Vice President, Chamber of Commerce of U.S.

"THE IMPORTANCE OF THE AMERICAN OPPORTUNITY PROGRAM"



"The combating of socialism in America is the responsibility of business leaders through personal action, rather than through written 'propaganda.'

"A 'million dollars' worth of advertising and publicity would never stop socialism or do as much good as personal, word-of-mouth leadership by America's businessmen.

"Businessmen must devote more time to creating an understanding of their businesses on the part of employees through employee meetings, plant tours for workers and their families, and by reporting truthful, sound and worthwhile facts in house organs, in annual reports and on bulletin boards."

Outstanding Speakers To Present 'Know San Francisco' At Adult School

San Francisco's history, economic importance, color and romance will be related in a series of lecture-discussions soon to be sponsored by the Marina Adult School in cooperation with the San Francisco Junior Chamber of Commerce.

Titled "Know Your San Francisco," the series will open March 26 and continue through May 7, under supervision of Henry J. Chaim and George E. Petrie, Marina Adult School principal and registrar, respectively. Lectures will begin at 8:00 p.m.

Open to the public, tuition-free, as a pub-

lic service feature of the San Francisco Public Schools, the lectures will begin with "Some Personalities Behind the San Francisco Story" by the Reverend John B. McGloin, S.J., of the University of San Francisco.

Mrs. Hugh Brown, dramatic reader, will give the April 2 lecture, "San Francisco and the Fine Arts." On April 9, Edward Howden, executive secretary, Council for Civic Unity, will speak on racial tensions and tolerance; and on April 16, the Port of San Francisco will be discussed by Le-

land Cutler, chairman, World Trade Center Authority.

"The Military Importance of San Francisco" will be presented April 23 by Col. Harry N. Krenkel, Corps of Engineers, USAF; and San Francisco's "place in the economic world" will be discussed April 30 by G. L. Fox, Chamber General Manager.

The series will close on May 7 with a talk on Chinatown—its history, people and importance—by George Jue, traveler, importer, and past president of the Chinese Chamber of Commerce.

Jr. Grand National Opens Saturday At Cow Palace

Bareback bronc riding, steer wrestling, wild cow milking, calf roping and Brahma bull riding by 42 college "buckaroo stars" competing for tournament titles in the National Invitational Collegiate Rodeo Championships will be just some of the features of the Junior Grand National Livestock Exposition and Arena Show to be held at the San Francisco Cow Palace, starting March 17.

Continuing through Thursday, March 22, will be an exhibition of 3,565 head of stock by 1,228 Future Farmers of America and 4-H Club boys and girls from California, Oregon and Nevada.

Other features of the arena show, to be presented on the afternoons of Saturday and Sunday, March 17 and 18 and Monday evening, March 19, will be greased-pig and calf "scrambles" among youthful exhibitors, Western stock horse competition and wild calf riding by young rodeo aspirants.

Hopalong Cassidy (Bill Boyd) with his horse Topper and his white pony, Little Topper, will be spotlighted at the matinee performance on March 17.

— Second Century of Progress —

Congress Lauds Moskovitz

Tribute by the 81st Congress has been paid to Maurice Moskovitz, prominent San Francisco citizen and realtor, according to Lloyd E. Graybiel, vice president of the American Trust Company and former Chamber officer.

The tribute came in the form of Congressional Record publication of a letter drawing attention to Mr. Moskovitz's plans in 1934 for "title one" of FHA—Government-sponsored loans to property owners in order to provide immediate employment to millions of worthy workmen.

The letter, from Webster K. Nolan, eminent San Francisco newspaperman, was read by Representative Franck R. Havenner.

Mr. Moskovitz and his two sons are members of the Chamber.

John Judge Receives Medal

(Continued from Page 1)

Chamber's World Trade Association last week.

Acting President of the Association Frank M. Jacobs presented Judge with another award—an honorary membership in the trade group for "outstanding service to American business, particularly in the field of world trade in San Francisco."

"Mr. Judge has always demonstrated an understanding of American business problems," Jacobs said in making the presentation, "and has proved himself 'a friend at court' in solving many of the regulatory problems that his office has dealt with since the outbreak of World War II."

Judge is a graduate of the University of California. Last year he traveled to Japan as a member of a governmental team that worked with the Supreme Command of the Allied Powers in revising procedures to accomplish the restoration of private trade between Japan and the United States.

New Service Will Display Color Scenes of West

A new service to San Franciscans and visitors which will present, in full-color pictures, scenic high points of the West, is currently being developed by a group of businessmen who call their new enterprise "The Guidepost."

According to Buckley Nimy, general manager of the firm with headquarters in the Mills Building, "The Guidepost" will consist of a showroom 125 feet by 35 feet, displaying one thousand different kodachrome transparencies depicting scenes of cities and countryside all over California, Nevada, Oregon and Washington.

Vacation areas, scenic attractions, highways and industrial and agricultural potentials will be pictured. Booklets describing the scenes, provided by individual firms sponsoring the various panels of photos, will be available for the taking.

Nimy and Felix Lauricella, San Francisco attorney who is the firm's counsel, said the San Francisco office, expected to be built sometime this year, will be "somewhere in the heart of the city" in the area between Market and Post, bordered by Powell and Kearney.

— Second Century of Progress —

Swedish Register Sold Here

The San Francisco Cash Register Company announced this week that it had become the exclusive agent here for the Sweda Cash Register.

The register, manufactured by the L. M. Ericsson Cash Register Company of Stockholm, Sweden, and imported directly into the United States, is an electrically-operated multiple-total itemizing register.

Press Club Consolidates With Union-League Club

Live coals from the San Francisco Press Club's fireplace were moved, Saturday night, from the organization's old headquarters at 449 Powell Street to the Union League Club of San Francisco's hearth at 555 Post Street—thus making official the merger of the two groups into the Press & Union League Club of San Francisco at the Post Street address.

Traditionally, the Press Club's fire is never allowed to die out, having burned continuously since the club was formed in 1888. The move also featured the transfer of "Tombstone," the cat, black marble

Hitting The HIGH SPOTS

With Walt Brown

Chamber Director M. S. Pennington, vice pres., Pac. Transport Lines, was elected a director of the Natl. Fed. of American Shipping at the group's annual meeting held recently in New York . . . Safety lessons through motion pictures will be given by Santa Fe Ry. to employees in N. Calif. by means of a mobile unit which began in Bisfid, this Tues. and will be in S.F. March 23 . . . Montague-Harris & Co. will exhibit newest developments of the Oakland Western Metals Exposition, March 19-23 . . . Field Research Co. is the new name of the former Mervin D. Field & Associates, market and opinion research firm established at 400 Montgomery . . . Graduate accountancy courses will begin at Golden Gate College evening school starting next Mon. . . The San Francisco Centilion made this month's TOWN AND COUNTRY, on the stands this wk. (see P. 115) . . . Shell Oil's monthly house organ, "Shell News," recently carried as its lead article a six-page treatise on S.F. and the Bay Region, complete with choice photos . . . "Advertising has served as the impelling factor and steady influence of our whole Western economy," said Harold J. Merilees, pres. of the Advertising Assn. of the West, last week, in announcing "Advertising Recognition Week" March 25-31 . . . "A Thousand Years Ago," the 34th annual Mountain Play to be given in Mount Tamalpais State Park, Marin Co., will be presented May 20.

According to the San Francisco Cash Register Company, the machine is precision-built, "compact and streamlined in appearance."

It has been on the world market for approximately 15 years, but was introduced into this country only two years ago.

mascot behind which are made the famous Friday night Press Club off-record talks of notables.

The merger followed months of negotiations between officers of both groups. Members of these two old and large social organizations have long considered the fusing a "natural" in the light of overlapping interests and activities of the combined membership.

Attending the ceremonies were members of both clubs, civic dignitaries, including Mayor Elmer E. Robinson and the Press Club's new board of directors.

Bay Region Business

SAN FRANCISCO EDITION OF COMMERCE

EDITOR: WALTER BROWN



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Senator Magnuson Here Next Week

Senator Warren G. Magnuson (Dem., Washington), chairman of the Merchant Marine and Maritime Affairs subcommittee of the United States Senate, will speak in the San Francisco Commercial Club next Tuesday, at a special luncheon to be sponsored by the Club, the San Francisco Chamber of Commerce and Junior Chamber of Commerce, the Propeller Club of the U. S., Port of San Francisco, and the Chamber's World Trade Association.

His subject will be "What's Ahead for the Merchant Marine."

En route to the Orient, Senator Magnuson agreed to the luncheon engagement at the request of D. N. Lillevand, president of the Propeller Club. He will speak on the general subject of maritime legislation and maritime problems particularly as they affect the Pacific Coast and the Far East, Lillevand said.

Long associated with the maritime industry, first as a longshoreman in Seattle during college days, later in the House of



SENATOR WARREN G. MAGNUSON

*

Representatives, and more recently as the Senate's expert on merchant marine and fisheries, Senator Magnuson is well equipped for his mission to the Orient which is to represent the Senate at the Japanese Treaty discussions on matters relating to shipping and fishing.

He is a member of the Senate Interstate and Foreign Commerce Committee, and has to his credit an extensive investigation of shipping problems in the 81st Congress which resulted in the well-known "Magnuson Report."

During World War II Magnuson served in the Navy as a lieutenant commander aboard an aircraft carrier. He was elected to the Senate in 1944 and is now serving his second term, having been re-elected in 1950.

He is a long-time advocate of more adequate Alaskan defense facilities, and will spend several days in Alaska before finally departing for the Far East on April 3, it was reported.

Reservations for the luncheon may be made at the Chamber, 333 Pine Street, telephone EXbrook 2-4511, extension 47.

Schools To Be Opened To Businessmen On 'Education-Business Day' April 19

Nostalgic flashbacks to little-red-schoolhouse days will undoubtedly come to San Francisco's businessmen when they visit the city's public institutions of learning soon—but more important, they will learn just how modern-day schools operate and see many teaching problems of today.

For, on April 19, hundreds of the men and women of San Francisco who keep the wheels of business whirling will drop their tasks and visit the city's public schools—on the first "Education-Business Day" ever held in San Francisco.

Co-sponsored by the Chamber and the Board of Education, the event will reverse the process put into effect, also for the first time, last November 10 when more than 3,000 teachers visited nearly 300 plants and businesses in San Francisco.

"HOSPITALITY RETURNED"

"At that time we witnessed America's economic system in operation," said Dr.

—Second Century of Progress—

Retailers Given Extension On Regulation 7 Deadline

Word reached the Chamber from Washington this Tuesday that retailers have been granted an extension on their deadline for Ceiling Price Regulation 7.

Those individuals and firms engaged in business covered by the regulation now have until April 30, 1951, to file their "List

(Continued on Page 4, Column 3)

Herbert C. Clish, superintendent of schools, this week. "All of us were so impressed and so appreciative of the opportunity that we now are keenly desirous of returning the hospitality," he added.

Randle P. Shields, Manager of the Chamber's Special Events Department, which is staffing the committees in charge, said yesterday that businessmen will visit classes in session, observe existing school facilities and discuss fundamental problems with teachers.

"They will witness the training which our young people are receiving," said Chamber President Alan J. Lowrey, "training closely linked to the future of their own companies and our economy."

Notices to firms will be in the mail giving details and requesting names of company representatives for the activity, according to Mr. Lowrey and Mr. Shields.

(Continued on page 2, column 2)

National Speakers Slated For Research Conference

Eric Walker, executive secretary of the Research and Development Board, Department of Defense, will be a principal speaker at the Third Annual Northern California Research Conference to be held Thursday, April 5, at the Palace Hotel, it was announced this week.

The government research expert, speaking on "The Problems of Providing Adequate Present and Future Scientifically Trained Personnel in a Defense Economy," will be one of six major speakers at the meeting of research leaders which is jointly

(Continued on Page 4, Column 2)

—Second Century of Progress—

European Group Leaves About S. F. World Trade

An on-the-spot study of San Francisco's Foreign Trade Zone and other port facilities was made this week by a 12-man team of European importers and trade specialists from nine Marshall Plan countries.

Putting their three-day stay here to optimum use, the visitors followed an itinerary which included a boat cruise of San Francisco; tours of the Bay Area and the San Francisco waterfront, with a side trip to the site of the World Trade Center, and a luncheon at the regular meeting of the

(Continued on Page 4, Column 1)

Newly Named Inter-City Committee Plans Active 'Trade Trip' Program

Inter-City Committee is the new name of the active group of Chamber members who will direct their efforts this year to promoting greater trade between San Francisco and its neighboring areas in the rich Central Empire and coastal sections of California, according to Paul A. Bissinger, former Chamber President and new Chairman of the trade group.

The name-change from "Trade Trips Section" was made because the Committee felt that "the term 'Inter-City' well describes the activities of the group and in addition, implies good neighborliness—a factor that is a basic ingredient and objective in fostering San Francisco's trade relations with other communities."

Chamber Opposes Wine Tax 'Inequitable Increases'

Opposition to a proposal by Secretary of the Treasury John W. Snyder for an increase in the excise taxes on wines deemed inequitable, was voiced last week by the Chamber's Board of Directors.

Reason for the action was expressed in a statement by the Chamber's Tax Committee headed by L. S. Hamm, which included:

"The San Francisco Chamber of Commerce is of the opinion that the increases are greater than equitable when compared with the increases proposed for other alcoholic beverages."

The Board did agree some tax increase may be necessary, but in considering the extent, called attention to these additional factors:

1. Wine grapes as a crop need increased consumption to obviate continual overproduction and Federal financial aid.
2. Since 90 per cent of the wine comes from one state, the effects of a restrictive tax fall heavily on a limited area.

— Second Century of Progress —

New Downtown Art Center For Business Men, Women

San Francisco business men and women will soon have their own art, hobby and recreation quarters in the downtown area.

According to Gladys Winegar, the project's founder and director, the Bay Area Center for Fine Arts and Crafts will be located at 216 Market Street and will offer classes in painting, sculpturing, weaving and ceramics.

A large room suitable for exhibitions and classes will be set aside on Friday and Saturday evenings for instruction in folk, square and ballroom dancing. According to plans now being developed, authentic folk dance costumes may be ordered, or made under expert direction, at the Center.

Business people interested in the Center may receive more information by calling Miss Winegar at YUkon 6-1596, it was announced.

Instructors for the center include: Fred Fredden-Goldberg, Emil Janel, Jo Bryan and Worth Ellsworth.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

NATIONAL PRODUCTION AUTHORITY

The following National Production Authority orders, copies of which are available at the Chamber's Industrial Department, were recently issued by the NPA: NPA Regulation 4 and Direction 1—MAINTENANCE, REPAIR AND OPERATING SUPPLIES AND MINOR CAPITAL ADDITIONS, dated Feb. 27, 1951.

This regulation provides a uniform procedure by which any business enterprise, Government agency, or public or private institution may obtain a DO rating (identified by the symbol "DO-97") to obtain limited quantities of maintenance, repair and operating supplies (hereinafter collectively referred to as "MRG") as well as minor capital additions.

Individual authorization by NPA is not necessary in applying this rating.

NPA Order M-10, METALWORKING MACHINES—POOL ORDERS, dated February 28, 1951.

This order authorizes the placing of pool orders with producers of metalworking machines. It provides that such pool orders shall carry a DO rating which may be extended.

NPA Order M-11, METALWORKING MACHINES—DELIVERY, dated February 28, 1951.

This order regulates the delivery of metalworking machines. It requires all producers to schedule their deliveries in accordance with the provisions of this order.

NPA Order M-12, INSECT WIRE SCREENING, dated March 2, 1951.

This order applies particularly to producers of insect wire screening and provides rules for placing and accepting rated orders therefor. It supplements NPA Reg. 2 but only those provisions of Reg. 2 which are inconsistent with this order are superseded.

NPA Order M-13, CONSTRUCTION MACHINERY—DISTRIBUTION, dated March 2, 1951.

This order applies particularly to producers of construction machinery and equipment, as hereinafter defined, and provides rules for placing, accepting, and scheduling rated orders for such machinery and equipment.

CONTRACT AWARD INFORMATION

A summary of the U. S. Department of Commerce Consolidated Synopsis of Contract Award Information (complete contract information available at the Chamber's Industrial Department) for the week ending March 7, 1951, indicates the following volume and types of contracts awarded to Bay Region firms.

Product	No. of Contracts	Amount
Food and Kindred Products	11	\$ 911,825
Fabricated Metal Products	4	791,874
Service	3	140,067
Lumber	1	56,000
Chemicals and Allied Products	1	160,178
Total	20	\$2,059,944

In addition to those contracts summarized above, 15 other contracts were awarded to Bay Area firms for food and fabricated metal products. No quantity or dollar value figures were released for these 15 awards.

'Business-Education Day'

(Continued from Page 1)

Arrangements for the event are being made by the Chamber's Business-Education Program Committee headed by J. A. Remick. Louis B. Lundborg is chairman of the "B-E" Executive Committee.

Emporium's Stonestown Store 'Fast Becoming Reality'

"Progress on Schedule at Stonestown" was the report given BAY REGION BUSINESS this week by Reginald H. Biggs, vice president and general manager of The Emporium and former vice president of the

San Francisco Chamber of Commerce.

According to Mr. Biggs, The Emporium's new store at Stonestown is now rapidly becoming a reality, with the opening date set for sometime this Fall.

"The retaining walls for the basement of the Mall shops area are now being poured," Mr. Biggs said, "assuring that the shops will be built. The third-level floor of the new store is also getting its allotted cement at present."

The new development, being built at a cost of \$3,500,000, will serve more than 400,000 people within four miles of Stonestown with 92 departments featuring a wide assortment of merchandise, Biggs said.



REGINALD H. BIGGS (left), vice president and general manager of The Emporium and former Chamber vice president, talks with Ellis Stonestown, president of Stonestown Development Company, about new store plans for Stonestown.

Committee and Section Chairmen, 1951

SAN FRANCISCO CHAMBER OF COMMERCE

COMMITTEE WORK is the foundation for Chamber achievement. It starts at bedrock and lays the groundwork upon which are built programs of action reaching into every phase of civic life. Your Chamber has 42 Committees, with 25 Sections working under them—a total of 67 action groups in which more than 400 San Francisco businessmen freely and energetically devote their time to the city's growth and progress. Listed below, by departments, are this year's Committee and Section Chairmen—the "foremen" of this "foundation construction" that's setting the pace for your Chamber's Second Century of Progress...

(Note: Committees are in **bold face**; Sections are indented and in light face.)

Administrative

(G. L. Fox, General Manager)

Executive.....Alan J. Lowrey
(W. P. Fuller, III, Vice Chairman)
Finance.....Louis Sloss
(Thomas G. McGuire, Vice Chairman)
Arts & Music.....W. G. Merchant
Legislative & National Affairs.....Thomas Coakley
Representative on Employers Council...
Horace A. Guitard
(Leo E. Sievert, Alternate)

Agricultural and Special Events

(Randle P. Shields, Manager)

Agricultural.....John Lawler
(Jesse W. Tapp, N. M. Parsons,
Vice Chairmen)
Business-Education Day...
Executive.....Louis B. Lundborg
Program.....John A. Remick
Grand National Program...J. W. Mailliard, III
Research Conference...
Executive.....Dr. M. E. Spaght
Program.....A. B. Layton

Aviation

(John P. Gilchrist, Manager)

Aviation.....Henry Eickhoff, Jr.
(L. B. Daniels, Vice Chairman)
Air Force Academy.....George C. Tenney

Civic Development

(David P. Street, Manager)

Civic Development.....J. W. Mailliard, III
Fire Safety.....John B. Quigley
Traffic & Highway.....Belford Brown
(Leonard S. Mosias, Vice Chairman)
Tri-County Bayshore Freeway...
Martin J. Dinkelspiel
Municipal Conference Delegates...
Lloyd E. Graybiel, J. W. Mailliard, III
(Belford Brown, Alternate)

Domestic Trade

(Carroll A. Snyder, Manager)

Distributors.....Howard R. Cuyler
Trade Trips.....Paul A. Bissinger
Alaskan Affairs.....Harry B. Smith
Hawaiian Affairs.....Donald Maclean
Tax.....L. S. Hamm

General

(V. E. Reames, Controller)

(No committees)

Industrial

(Lewis M. Holland, Manager)

Industrial Development.....Ray S. Turnbull
Apparel & Textiles.....Harold Gudnason
Chemical Industries.....E. W. Bacigalupi
(Everett Griffin, Vice Chairman)
Electronics.....Donald V. Doub
Industrial Finance.....Marco F. Hellman
Sites & Buildings.....James C. Brett
(John S. Bolles, Vice Chairman)
Special Projects.....Horace A. Guitard
Manufacturers.....W. P. Fuller, III
Mining.....Phil R. Bradley
(Jack How, Vice Chairman)

Membership

(Joseph O'Donohue, Manager)

Membership.....Thomas G. McGuire
(Edward W. Engs, Vice Chairman)
Construction.....J. F. Barrett
Fin., Ins. & Real Estate.....R. H. Rebele
Hotels, Theaters, etc.....John B. Quigley
Manufacturers.....Edward W. Engs
Miscellaneous.....King Harris
Professional.....Harold S. Dobbs
Retail.....Harold D. Pischel
Utilities.....Leo E. Sievert
Wholesale.....S. M. Haslett, III

Port Promotion

Port Promotion.....John E. Cushing
(Dwight K. Grady, Vice Chairman)
Carrier & Terminal Rates and Charges...
Irving F. Lyons
Carrier & Terminal Facilities & Services...
Fred B. Galbreath
Operations.....Charles deB. Haseltine
Publicity & Advertising.....Sydney G. Walton
Surveys & Reports.....Oliver P. Wheeler
Traffic Solicitation.....K. C. Tripp

Public Affairs

(John P. Gilchrist, Manager)

Armed Forces.....Warren Burke
(George England, Vice Chairman)
Public Health.....Hiram W. Johnson, III
(Dr. Rodney R. Beard, Vice Chairman)

Publicity

(Walter J. Brown, Manager)

(No committee)

Research

(Ralph B. Koeber, Manager)

Census Tract.....Ray S. McConnell

Retail Merchants Association

(David P. Street, Managing Director)

(Under own organization structure)

Transportation

(Walter A. Rohde, Manager)

Carriers Traffic.....Frederic B. Whitman
Shippers Traffic.....H. H. Fuller
(Donald Maclean, Vice Chairman)
Merchant Marine & Harbor...
Maitland S. Pennington

World Trade

(Alvin C. Eichholz, Manager)

Executive.....Thomas G. Franck
(Victor B. Smith, Vice Chairman)
European Affairs.....R. V. Winquist
(E. K. Noelting, Vice Chairman)
Importers.....Harold J. Steele
(J. W. Mailliard, III, Vice Chairman)
Inter-American Affairs.....H. Alvarez
(Henry W. Drath, Vice Chairman)
Pacific Area Affairs.....R. A. May
(W. J. Gilstrap, Vice Chairman)
Trade Promotion.....M. S. Pennington
(M. M. Melander, Vice Chairman)
1951 World Trade Week.....Robert H. Wylie
Foreign Trade Zone.....R. C. Robinson, Sr.
(M. E. Hulse, Vice Chairman)
Arbitration.....Ian Armstrong
(D. C. Dorward, Vice Chairman)
Appeals.....Harry L. Evans
(S. M. Haslett, Jr., Vice Chairman)
Technical Advisory—School of World
Business.....O. C. Hansen
(Ivy Lee, Jr., Vice Chairman)

California Jewelers Assn. Will Hold Convention Here

San Francisco will be the site for the 18th annual convention of the California Retail Jewelers Association, April 1 through 4, it was announced this week by Carroll Snyder, Manager of the Chamber's Domestic Trade Department.

The Chamber, he said, will actively co-sponsor the event and, through contacts with local chambers throughout California, will seek to encourage as large an attendance as possible.

Features of the statewide gathering include a jewelry industry exhibit provided by manufacturers and distributors, a discussion of price controls and an evening tour of the Bay by ferry boat.

— Second Century of Progress —

Freeze Order Softened On Communist Importations

Paul R. Leake, San Francisco collector of customs, told the Chamber's World Trade department last week that he has been authorized to waive the "freeze order" prohibiting importation of Chinese and North Korean goods in cases where perishable merchandise, shipped from abroad before March 8, is involved.

Furthermore, he said, the Treasury department has agreed to "consider" applications of importers to receive Chinese and North Korean non-perishable merchandise shipped from a foreign country prior to March 7. Applications must be filed directly with the Federal Reserve Bank in New York and must include all details of the transactions contemplated.

Regulation 7 Deadline . . .

(Continued from Page 1)

Date Pricing Charts" and "Base Period Initial Percentage Markup" forms with the Office of Price Stabilization, according to D. P. Street, Managing Director of the Retail Merchants Association. The old deadline was March 29.

The announcement came on the heels of a special meeting, held Monday night in the Galileo High School Auditorium, designed to help merchants comply with the requirements of the government's price ceiling regulation.

Sponsored by the Chamber's Retail Merchants Association, the meet featured an address by Mark Shaw, price director of the San Francisco OPS office, who outlined the new government order as it applies to retailers and gave clear, concise answers to questions put to him by the merchants.

All prices were frozen under the General Ceiling Price Regulation on January 26, 1951. As soon as the retailer files the required forms under the Regulation 7, he automatically receives some relief from the general regulation, according to Shaw.

Alan J. Lowrey, Chamber president, presided at the meeting.

Hitting The HIGH SPOTS

With Wolf Brown

Wagner & Martinez, S. F. firm, has been awarded a \$179,394 contract for construction of two new electronic labs at Stanford U. . . . **Ray Bolger**, often called the "greatest dancing comedian of our time," launched the 12th annual season of the S.F. Civic Light Opera this Mon. at the Curran with "Where's Charley." "The Merry Widow" follows, April 30 . . . **Red Cross** has established a regular blood-donating center at KNBC, Studio A—open each Friday between 11 a.m. and 6 p.m. . . . **First "Byers"** announcing S.F.'s fall market week were mailed last wk. to 8,000 retail stores in 11 Western states by the Mfrs. & Wholesalers Assn. . . . **Standard Oil** has announced a general wage increase for 3,000 employees of 10%, above salaries paid Jan. 15, 1950 . . . **C. J. Haggerty**, secy.-treasurer of the Calif. State Federation of Labor, is reported to be in Washington, D.C., this wk. representing Calif. labor at a United Labor Policy Comm. mobilization conference . . . **Walter Rohde**, Mgr. of the Chamber's Transportation Dept., discussed port traffic and labor-management factors before this Mon.'s meet of the Second Century Club.

Research Meet Speakers

(Continued from Page 1)

sponsored by the San Francisco Chamber, Stanford Research Institute, Stanford University and the University of California.

Signaling the role of research in the development of the Northern California area, the conference which will bring together experts in the field from many parts of the nation will feature these additional speakers, according to latest word this week:

Adrien J. Falk, President of the California State Chamber of Commerce, speaking on "The Present Need For Research in California and the San Francisco Bay Area";

James Drumm, member of the board of directors of Stanford Research Institute, former vice president of the National City Bank of New York and present senior partner of Drumm and Abbink, New York City, speaking on "Industrial Research in International Affairs."

Mr. Falk, as president of S & W Fine Foods, Inc., according to Dr. E. M. Spaght, Conference Executive Committee Chairman, is expected to "contribute greatly to our understanding of local research needs"; while **Mr. Drumm** was described as "one of the top men in the country in connection with business and financial relationships between the United States and foreign countries."

ACTION By The Board

The Board of Directors of the San Francisco Chamber of Commerce last week took the following actions:

SUPPORTED THE PRINCIPLES involved in State Senate Bills 1193 and 1194 creating a California Farm Production Council composed of members of the State Board of Agriculture.

The purpose of the California Farm Production Council would be to provide the maximum production of food and fiber through the recruitment, placement, transportation, housing and sustenance of farm labor and other effective measures.

OPPOSED STATE ASSEMBLY Constitutional Amendments 15 and 21 which propose that members of the Public Utilities Commission of California be selected by popular vote rather than by gubernatorial appointment subject to State Senate confirmation.

The Chamber's governing body feels that the popular election would not result in selection of the best qualified persons for membership on the Commission. This opinion is based on a review of states wherein Commission members are elected.

OPPOSED ASSEMBLY BILL 2737 which would amend the labor code and provide for certain safety standards to be observed in dock, warehouse and other operations.

California's modern safety system, at present, is administered by the Division of Industrial Safety, which issues safety orders for all industry on a cooperative basis after public hearings with both management and labor present. The Assembly bill would substitute wholly, or in part, a set of 102 rules enacted into "rigid state law."

Group Visits F. T. Zone

(Continued on next page)

San Francisco Chamber's World Trade Association.

"I feel," Ray Robinson, Sr., chairman of the Chamber's Foreign Trade Zone Committee, said, "that the luncheon meeting with the World Trade Association and other meetings with the group gave San Francisco traders an excellent opportunity to exchange views with their counterparts from abroad. At the same time, it furnished the European team with valuable information on import-export practices used in the San Francisco area."

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

First Trade Trip of Year To Santa Cruz, Monterey

The first 1951 good-neighbor visit of the Chamber's newly-named Inter-City Committee will be to Santa Cruz and the Monterey area, on April 6 and 7, it was announced this week by Paul A. Bissinger, Chairman of the trade-promoting group.

A motor caravan will leave the Chamber building Friday morning, April 6, and take the group first to Santa Cruz, where the day's activity will include a luncheon with Santa Cruz Chamber members and a visit to the A. K. Salz tannery. In the afternoon, San Francisco's "ambassadors" will travel to Monterey for dinner with Monterey Chamber members.

On Saturday, the San Francisco delegation will make a tour of Monterey Peninsula points of interest and take part in a golf tournament arranged by Program Chairman R. M. Haynie.

In a departure from custom on trade trips, wives—of both San Franciscans and Montereyans—will join the "get-together" Saturday. It will end with dinner at the Del Monte Naval School arranged by Rear Admiral B. J. Rodgers, commandant 12th Naval District, who will be a member of the trade party.

Members desiring to participate should call the Chamber, EXbrook 2-4511, local 63.

— Second Century of Progress —

Senator Magnuson Speaks

Private operation of America's merchant marine and its continued emphasis as an indispensable factor in the country's prestige and prosperity were championed by Senator Warren G. Magnuson at a luncheon Tuesday at the Commercial Club, jointly sponsored by the Club, the Chamber, its World Trade Association, the Junior Chamber and the Propeller Club. Over 400 San Franciscans attended.

Sen. Magnuson is chairman of Merchant Marine subcommittee of the Senate Interstate and Foreign Commerce Committee.

Expect Over 1,000 To Attend Jewelers' Convention Here

More than a thousand retail jewelers from California and neighboring states are expected in San Francisco this Sunday for the 18th annual convention of the California Retail Jewelers Association.

Concurrent with the gathering will be a jewelry exhibit in the Palace Hotel, in which products of 36 jewelry firms of San Francisco, Los Angeles, Chicago and New York will be shown.

Co-sponsored by the San Francisco Chamber, the event, beginning on April 1 and lasting through April 4, will feature gala entertainment as well as business. Highlight pleasure event will be a four-hour

Research In Business Subject of Conference

Businessmen from all over Northern California will meet at San Francisco's Palace Hotel next Thursday to learn more about how their operations are affected by modern methods of research.



C. G. DAVIDSON

The gathering, third annual one of its kind, is called the Northern California Research Conference and will be sponsored by the Chamber, the University of California, Stanford University and Stanford Research Institute.

A luncheon address on "Present National Needs For Research" by C.

Girard Davidson, recently Assistant Secretary of the Interior, will highlight a full day of talks by research experts and panel sessions.

Responsible for this year's conference program are these men:

Dr. J. E. Holston, Dr. Clede Brunetti and William C. Estler; G. L. Fox, L. M. Holland and Randle P. Shields; A. B. Layton; Dr. Philip A. Leighton; Dr. Frederick G. Sawyer; Dr. H. A. Schade; Dr. M. E. Spaght; George C. Tenney; and H. G. Vesper.

(Note: SEE FULL CONFERENCE PROGRAM, PAGE 4.)

February Industrial Expansion Approaches Four Million Dollars

Nearly four million dollars were added to Bay Region plant investment in February, according to the latest monthly survey of the Chamber's Industrial Department.

Five new plants representing \$252,500 invested and 24 expansions amounting to \$3,654,500 made a total February investment of \$3,907,000.

night voyage, April 2, around San Francisco Bay aboard the "Nevada," one of the last ferry boats operating here.

Budd Rosenberg, association president, said the convention sessions will deal largely with government regulations and their effect on the jewelry trade. Authorities from the National Production Board and the Office of Price Stabilization will be present to explain and clarify existing regulations, he said.

In addition to helping plan program events, the Chamber stimulated attendance by contacting chambers of commerce throughout the state.

Congressional Meet For Small Business Next Week

Small businessmen of the San Francisco Bay Region and Northern California will have an opportunity to state their problems related to the national emergency at a Congressional committee hearing to be held in San Francisco on April 1 and 2.

Arrangements for the hearing are being made through Congressman John F. Shelley's office, the local National Production Authority office, the San Francisco Chamber and affiliated organizations.

First to be heard will be the Chamber, whose Electronics Section Chairman, Donald V. Doub, will read a statement in behalf of the area's small manufacturers.

Doub will cite, as an example of joint action, current work of his Section in organizing small electronics manufacturers into an association to secure defense contracts. John Kaar, president of Kaar Engineering Co., Palo Alto, will present some of the problems of the group.

Persons desiring to appear at the hearing—which will be held in Room 307, Federal Post Office Building, 7th and Mission—are urged to notify Don L. Bradley, field representative for Congressman Shelley, at Room 1327, 100 McAllister St., telephone UNderhill 1-6515.

Of this amount, six projects involving \$439,000 were attributed to San Francisco development.

Total figures for the month for the Northern California area indicated a capital investment in new plants and expansions of \$6,046,000.

Cumulative investment figures through February for 1951 were:

San Francisco			
3 New plants	\$	24,000	6 Jobs
12 Expansions		733,500	132 Jobs
15 Projects	\$	757,500	138 Jobs
Bay Region (12 Counties)			
14 New plants	\$	1,058,500	
82 Expansions		16,174,900	
96 Projects		\$17,233,400	
Northern California (48 Counties)			
15 New plants	\$	2,058,500	
87 Expansions		18,514,900	
102 Projects		\$20,573,400	

General Business Activity

Report by the Research Department

TREND

February business activity in San Francisco, influenced by strong undercurrents of the National Defense program, climbed to a new all-time February high as our Index rose to 262.4 or 14.2% above last February.

Important gains over last February showed up in non-residential construction and additions and alterations divisions; retail department store sales; bank debits; Stock Exchange transactions; freight car movements; San Francisco Port revenue tons; sales of electrical energy; industrial and commercial gas and water; and intercity vehicular crossings.

EMPLOYMENT

Reversing the usual seasonal trend, employment gains were reported in both San Francisco and the Bay Area between January and February, and the number of unemployed was 60% below February a year ago in San Francisco. The California State Employment Service at mid-February estimated 971,500 persons were employed in the San Francisco Labor Market.

Production for civilian use was reported holding up, according to the C.S.E.S., which anticipated the real impact of defense spending would not affect the local labor market until mid-year. The C.S.E.S. offices made 3,095 placements in San Francisco in February compared to 1,456 a year ago. Stenographers and good typists lead the list of "increasingly difficult to find," also skilled operators of calculating and business machines.

In the manufacturing industries sizeable February gains over a year ago were reported in the shipbuilding and repairs group; primary and fabricated metals; food products; textiles; chemicals; while transportation, communications and utilities fields reported gains and expect additional increases due to scheduled national defense activities. Increases are also anticipated in the finance and insurance employment by mid-year. The construction industry reflected full employment and apparently was little affected as yet by credit restrictions.

CONSTRUCTION

Despite credit restrictions and other regulations affecting the construction field, there were 644 building permits amounting to \$5,494,327 issued in February. The number was below last February but the amount was up 4.8%. New residential construction accounted for 159 permits valued at \$1,956,046 and provided for 227 dwelling units; 142 were single-family, 14 two-family and 73 multi-family. Value of residential construction was off nearly 42%. The new non-residential construction amounting to 19 permits with value of \$2,402,700 was up more than one-third in number and 137% in amount over last year. There were 466 permits for additions, alterations and repairs amounting to \$1,135,581; the number

was less but the amount was up nearly one-third compared with last February.

Final reports from the U.S. Department of Labor reveal total 1950 dwelling unit starts in the nine-County Bay Area amounted to 40,678, of which 34,558 were single-family compared to total dwelling starts of 25,527 and 19,890 single-family units in 1949.

Reports from the Multiple Listing Service reveal this group made 161 sales amounting to \$2,161,465 in February with 122 homes; 35 income property; and four vacant lots. Seventy-seven of the sales ranged between \$11,000-\$16,000; 29 ranged from \$16,000 and above; 50 were between \$5,000-\$11,000; and only five under \$5,000.

San Francisco real estate deeds recorded during February amounted to 1,627 compared to 1,736 last February. There were 1,320 mortgages and deeds of trust amounting to \$12,376,458.

TRADE

Retail department store sales in San Francisco in February were up 14% over last February with the two months cumulative up 23%; San Francisco-Oakland area sales were up 14% and 22% respectively; sales in Northern California were identical to sales in San Francisco; California sales were up 15% and 24%; while Twelfth District sales were up 16% and 28%.

Independent retail store sales for January, compared to a year ago in San Francisco were up 26%, with the food group sales up 7%; eating and drinking places 15%; department store sales 31%; apparel group 31%; furniture 38%; lumber-building-hardware 71%; automotive 27%; drug stores 14%; and jewelry stores 34%.

Pacific Coast Wholesalers sales during January compared to last January were up 66%, leading all nine Regions of the nation and also the national average which amounted to 53%. Strong gains were reported in practically all fields; automotive supply sales up 67%; electrical group 93%; furniture 76%; hardware 128%; refrigerators 123%; lumber-building materials 77%; drugs 29%; dry goods 43%; groceries (full line) 28%; meat and meat products 48%; paper and its products 37%; tobacco 22%; and wines and spirits up 99%.

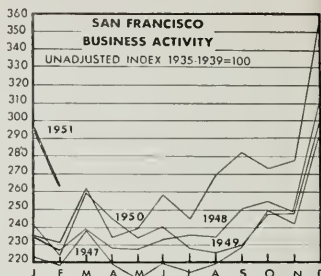
MANUFACTURING

The manufacturing industries of the San Francisco-Oakland Metropolitan Area were employing 171,100 wage and salary workers in January (latest available) compared to 148,200 a year ago. Average weekly earnings amounted to \$70.08 compared to \$63.99 last year. Average hourly earnings amounted to \$1.79 compared to \$1.68 a year ago. Average hours worked per week were 39.1 compared to 38.2 last year.

In the non-manufacturing industries the wholesale trade field average weekly earnings were \$72.82 and \$67.20 last year; retail trade \$57.02 compared to \$52.66; hotels \$43.11 compared to \$41.21; and laundry, cleaning and dyeing group \$47.72 compared to \$47.34 last year.

FINANCE

February bank debits in San Francisco amounted to \$2,569,143,000, the highest



February on record and 16% above last February. Bank clearings amounted to \$2,033,163,000—likewise the highest of any February and 32% above a year ago. Postal receipts amounted to \$2,041,343, up 30% above last year. Stock Exchange transactions amounted to 1,505,556 shares with market value of \$22,588,936, exceeding last year by 73.5% in number and 32.5% in market value.

There were eight commercial failures with liabilities of \$128,562 and assets of \$53,802 compared to 14 last February with liabilities of \$316,519 and assets of \$165,549. About two-thirds of the liabilities and four-fifths of the assets of February failures were accounted for by failure of a single diamond broker.

TRANSPORTATION

San Francisco freight car movements in February numbered 13,915 cars and were 10.9% above last February. The two months cumulative of 30,775 cars was 24.5% above a year ago. The San Francisco Port handled 521,453 revenue tons during February or 18.2% above last February. The two months cumulative of 1,084,416 revenue tons were up 6.6% above last year. Ship arrivals in the San Francisco Bay during February amounted to 342 or 23% above last year; and registered tonnage of 1,626,737 in February was 18.4% above last February.

San Francisco Airport traffic for January (latest available) reveal planes in an out increased 7.1% over last January; passengers off 43% and passengers on 44%. Air mail loaded and unloaded rose 66%; air express 16%; and air freight 39%.

Inter-city vehicular traffic in February on the Bay Bridge amounted to 2,213,287 crossings and was up 6%; and Golden Gate Bridge vehicular crossings of 691,594 were up 10.2%.

UTILITIES

Electrical energy, except street lighting and street railways, was up 6.5% above last February; and industrial and commercial gas sales (cu. ft.) were up 13.3%; commercial and industrial water sales 6%, but residential water sales were off 2.8%.

FOOD PRICES

San Francisco retail food prices in February were slightly below the preceding month with the U.S. Department of Labor new series index at 235.3 compared to 238 in January.

Survey of Business Conditions in San Francisco

February, 1951

BRANCH OF ACTIVITY	FEBRUARY 1951	FEBRUARY 1950	PER CENT CHANGE	TWO MONTHS 1951	TWO MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S. F. C. of C. Index 1935-39 Avg. = 100						
CONSTRUCTION PERMITS (2)						
Total (number).....	644	680	- 5.3	1,372	1,272	7.9
..... (value).....	5,494,327	5,240,339	4.8	9,077,028	10,498,250	13.5
Residential, New (number).....	159	179	11.2	369	326	3.2
..... (value).....	1,556,440	1,419,419	11.9	3,570,873	7,055,825	-49.4
Dwelling Units (number).....	227	285	40.4	466	665	-38.9
Single-family Units, New (number).....	142	160	11.3	279	289	-6.7
Two-family Units, New (number).....	14	28	100.0	26	26	-22.2
Multi-family Units, New (number).....	73	97	24.9	101	104	-2.8
Non-Residential, New (number).....	19	14	35.7	35	35	0.0
..... (value).....	2,402,700	1,011,900	137.4	2,947,650	1,664,717	77.1
Additions, Alterations and Repairs (number).....	466	487	-4.3	1,028	911	12.8
..... (value).....	1,135,581	860,999	31.9	2,558,265	1,777,812	43.9
Housekeeping Dwellings (amount).....	345,620	322,794	6.5	675,721	573,879	17.7
Residential—Non-housekeeping (amount).....	35,029	165,200	-78.8	96,329	165,750	-45.5
Non-residential (amount).....	756,932	373,005	102.9	1,792,155	1,047,986	71.0
REAL ESTATE (3)						
Deeds Recorded (number).....	1,627	1,736	-6.3	3,357	3,397	-1.2
Mortgages and Deeds of Trust (number).....	1,320	1,352	-2.4	2,680	2,671	0.3
..... (amount).....	12,376,458	10,659,692	16.1	24,844,175	20,600,623	20.6
RETAIL DEPT. STORE SALES (4) San Francisco (Index).....	260	227	14.7	266	221	20.4
FINANCE						
Bank Debits (4)..... (\$000).....	2,369,143	2,214,790	16.0	5,548,666	4,487,643	23.6
Bank Clearings (5)..... (\$000).....	2,033,163	1,535,726	32.4	4,270,774	3,192,704	44.8
Postal Receipts (6)..... (\$000).....	2,041,345	1,585,876	30.3	4,842,459	3,152,411	53.6
S. F. Stock Exchange (7)..... (shares traded).....	1,505,556	867,606	73.5	3,607,365	1,887,320	91.1
..... (market value \$).....	22,588,936	17,042,134	32.5	53,367,172	36,997,506	44.3
COMMERCIAL FAILURES (8)						
Liabilities (number).....	8	14	-42.9	15	25	-40.0
Assets (number).....	128,562	316,519	-59.3	161,149	606,507	-75.6
..... (\$000).....	53,802	165,549	-67.5	71,440	356,017	-79.9
MFG. INDUSTRIES - EMPLOYMENT BAY AREA (6 Counties) (9)						
Employment (number).....	171,100(c)	148,200(d)	15.5	(n)	(n)	---
Average Weekly Earnings (number)..... (\$000).....	70.08(c)	63.99(d)	9.5	(n)	(n)	---
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundrying, Cleaning, Dyeing (avg. wkly. earnings \$).....	47.72(c)	47.34(d)	0.8	(n)	(n)	---
Wholesale Trade (avg. wkly. earnings \$).....	72.82(c)	67.20(d)	8.4	(n)	(n)	---
Retail Trade (avg. wkly. earnings \$).....	57.02(c)	52.66(d)	8.3	(n)	(n)	---
Hotels (avg. wkly. earnings \$).....	43.11(c)	41.21(d)	4.6	(n)	(n)	---
PLACEMENTS IN S. F. (10)						
Commercial (number).....	3,065	1,456	52.71	6,871	3,135	116.6
All Other (number).....	1,308	484	170.2	2,357	1,110	112.3
..... (number).....	1,787	972	83.8	4,414	2,048	115.5
TRANSPORTATION						
Freight Car Movements (11)..... (number).....	13,915	12,546	10.9	30,775	24,716	24.5
S. F. Airport Traffic (12)..... (number).....	7,149(c)	6,676(d)	7.1	(n)	(n)	---
Planes In and Out (number).....	50,582(c)	35,380(d)	43.0	(n)	(n)	---
Passengers Off (number).....	48,120(c)	33,370(d)	44.2	(n)	(n)	---
Express Shipments (13) Rail (number).....	106,274	138,762	-23.4	234,877	284,684	-17.5
..... (number).....	18,251	16,182	13.1	35,480	32,001	10.9
Air Mail Loaded and Unloaded (12)..... (lbs.).....	1,898,650(c)	1,142,783(d)	66.1	2,320,880	2,240,000	3.5
Air Express Loaded and Unloaded (12)..... (lbs.).....	577,681(c)	497,783(d)	16.1	(n)	3,780,004	---
Air Freight Loaded and Unloaded (12)..... (lbs.).....	2,489,579(c)	1,785,624(d)	39.4	(n)	942,379	---
WATERBORNE COMMERCE (Bay Region)						
Vessel Arrivals with Cargo (14)..... (number).....	342	278	23.0	699	594	21.8
..... (net registered tons).....	1,626,737	1,374,258	18.4	3,363,509	2,918,823	15.2
Vessel Departures with Cargo..... (number).....	345	285	21.1	701	592	18.4
..... (net registered tons).....	1,627,463	1,400,750	16.2	3,346,764	2,901,862	15.3
Imports—Value (15)..... (millions of dollars).....	22.7(a)	16.7(b)	35.9	1,084,016	1,016,511	6.6
S. F. PORT—REVENUE TONS (22) (number).....	521,453	441,001	18.2	1,084,016	1,016,511	6.6
UTILITIES						
Electric Energy Sales Index (16)..... (k. w. hrs.).....	247	232	6.5	255	239	6.7
Industrial and Commercial Gas Sales (16)..... (cu. ft.).....	1,474,658,000	1,324,538,000	11.3	2,936,724,600	2,539,693,400	15.6
Water Consumption—Residential (17)..... (cu. ft.).....	198,360,000	101,372,000	-2.8	196,129,000	203,963,000	-3.9
..... Commercial and Industrial..... (cu. ft.).....	138,310,000	149,482,000	6.0	508,997,000	298,822,000	3.4
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (1)..... (number).....	537	483	10.7	963	964	0.0
Buy Bridge Vehicle Crossings (18)..... (number).....	2,213,287	2,087,132	6.0	4,397,992	4,215,150	9.1
Golden Gate Bridge Crossings (19)..... (number).....	681,594	627,586	10.2	1,412,061	1,250,043	12.9
DAIRY RECEIPTS (20)						
Butter..... (pounds).....	1,817,865	1,724,367	3.0	4,938,948	3,433,082	43.9
Cheese..... (pounds).....	1,533,219	996,945	53.8	2,894,112	2,269,138	27.5
Eggs..... (cases).....	97,296	81,831	18.7	213,374	163,222	30.8
Poultry, Dressed..... (pounds).....	1,022,509	842,637	21.3	3,083,693	1,937,852	59.1
..... (carlots).....	1,456	1,446	0.7	3,140	3,037	3.4
FRUITS AND VEGETABLES (20)						
..... (total number).....	110,119	129,870	-15.2	232,716	285,410	-11.5
Calves..... (number).....	27,737	26,992	2.8	62,640	59,326	5.6
Sheep and Lambs..... (number).....	6,014	9,265	-35.5	19,394	19,394	0.0
Hogs..... (number).....	45,169	52,515	-14.0	97,138	108,705	-10.6
..... (number).....	31,179	41,098	-24.2	80,369	97,985	-18.0
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food..... (index).....	232.5(a)	210.1(b)	10.7	(n)	(n)	---
Apparel..... (index).....	191.6(a)	181.3(b)	5.7	(n)	(n)	---
Recreation..... (index).....	120.4(a)	119.2(b)	1.0	(n)	(n)	---
Fuel, Electricity and Ice..... (index).....	86.8(a)	84.5(b)	2.7	(n)	(n)	---
Furniture Furnishings..... (index).....	178.5(a)	158.7(b)	12.5	(n)	(n)	---
Miscellaneous..... (index).....	169.1(a)	166.3(b)	1.7	(n)	(n)	---
All Items..... (index).....	182.8(a)	171.5(b)	6.6	(n)	(n)	---
RETAIL FOOD (21) (index).....	237.9(c)	214.3(d)	11.0	(n)	(n)	---

(a) December 1950 latest; (b) December 1949; (c) January, 1951 latest; (d) January 1950; (n) Not available for survey.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Commerce; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) Marine Exchange, Inc.; (15) Bureau of the Census, U. S. Dept. of Commerce; (16) Pacific Gas & Electric Co.; (17) Water Dept., City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge Dist.; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U.S. Dept. of Labor; (22) State Board of Harbor Commissioners.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

DEFENSE . . . YOU . . . and RESEARCH

How RESEARCH Affects YOUR BUSINESS In Today's Defense Economy

Hear this all-important subject developed at the

THIRD ANNUAL NORTHERN CALIFORNIA RESEARCH CONFERENCE

Sponsored by the San Francisco Chamber of Commerce, University of California, Stanford University and Stanford Research Institute

Thursday, April 5 — Palace Hotel, San Francisco

United research endeavors of industry, government, private individuals and research bodies present an imposing bulwark for the safety of this nation. Scientific skills and knowledge are rapidly becoming our most important national resource. The national situation today, as it affects research and development, industrial production for defense and technical man-

power resources, has important implications for the West . . . for you and your business. And so the sponsors of this timely forum invite you to participate . . . to learn more of the meaning of research to your business in today's economy and defense efforts.

Nationally Known Speakers To Address Three Separate Sessions

(Registration: 8:30 A.M., Thursday, April 5, Concert Room, Palace Hotel)

MORNING SESSION — CONCERT ROOM — DR. M. E. SPAGHT, Session Chairman

9:20 A.M. — Call to Order, by Alan J. Lowrey, *President*, San Francisco Chamber of Commerce

9:30 A.M. — "THE PROBLEMS OF PROVIDING SCIENTIFICALLY TRAINED PERSONNEL IN TODAY'S DEFENSE ECONOMY"

DR. ERIC WALKER, *Executive Secretary*, Research and Development Board, Department of Defense, Washington, D.C.

10:15 A.M. — "INDUSTRIAL RESEARCH IN INTERNATIONAL AFFAIRS"

JAMES DRUMM, *Senior Partner*, Abbink & Drumm, New York City

11:15 A.M. — "INDUSTRY AND RESEARCH IN A DEFENSE ECONOMY"

DR. FRANK B. JEWETT, JR., *Director* of Development and Business Administration Section of the Research Department, General Mills, Inc., Minneapolis, Minn.

LUNCHEON SESSION — 12 NOON — ROSE ROOM — ALAN J. LOWREY, Chairman

"PRESENT NATIONAL NEEDS FOR RESEARCH"

By C. GIRARD DAVIDSON, Portland, Oregon

Mr. Davidson has recently returned to private law practice after many years as Assistant Secretary of the Interior and counsel for the Ten-

nessee Valley Authority, the U.S. Housing Authority, War Production Board, and the Bonneville Power Administration.

AFTERNOON SESSION — CONCERT ROOM — A. B. LAYTON, Session Chairman

2:00 P.M. — "THE PRESENT NEED FOR RESEARCH IN CALIFORNIA AND THE SAN FRANCISCO BAY AREA"

ADRIEN J. FALK, *President*, California State Chamber of Commerce, and *President*, S & W Fine Foods, Inc., San Francisco

2:45 P.M. — Panel Discussion: "RESEARCH INSTITUTES IN A DEFENSE ECONOMY"

Discussion Leader: J. E. HOBSON, *Director*, Stanford Research Institute, Palo Alto

Panel Leaders: *Directors of—*

Armour Research Foundation, Chicago; Battelle Memorial Institute, Columbus; Franklin Institute, Philadelphia; Mellon Institute, Pitts-

burgh; Midwest Research Institute, Kansas City; Southern Research Institute, Birmingham; Southwest Research Institute, San Antonio.

3:30 P.M. — "OPPORTUNITIES FOR RESEARCH IN NORTHERN CALIFORNIA"

WETMORE HODGES, *Chairman of the Board*, Hodges Research and Development Company, Redwood City.

SEND COUPON BELOW FOR REGISTRATION

SAN FRANCISCO CHAMBER OF COMMERCE:

☐ Please register me as a Conference delegate. Attached is my check, payable to the San Francisco Chamber of Commerce, in the amount of \$12.50 covering Registration, Luncheon and a copy of the printed Proceedings.

☐ Please make reservation for the Luncheon Session ONLY for which I attach a check in the amount of \$3.50 (tax and tip included).

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Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Northern California Research Conference In Progress

How research affects business in today's defense economy is the subject of the Third Annual Northern California Research Conference being held today in the Palace Hotel.

Registration began this morning at 8:30 a.m. and was followed with the morning segment of the program under the chairmanship of Dr. M. E. Spaght—the first of three separate sessions.

Alan J. Lowrey, Chamber President, gave the call to order. Session Chairman M. E. Spaght then introduced Dr. Eric Walker, Executive Secretary, Research and Development Board, Department of Defense, Washington, D. C., who spoke on "The Problems of Providing Scientifically Trained Personnel in Today's Defense Economy."

Other speakers and subjects scheduled for this morning are: James Drumm, Senior Partner,

Abhink & Drumm, New York City—"Industrial Research in International Affairs"; Dr. Frank B. Jewett, Jr., Director of Development and Business Administration Section of the Research Department, General Mills, Inc., Minneapolis, Minn.

Mr. Lowrey will preside at the luncheon session of the conference featuring an address by C. Girard Davidson, Portland, Ore., on national needs for research.

Session Chairman for the third and last part of the day-long program will be A. B. Layton with Adrien J. Falk, President,

California State Chamber of Commerce and President, S & W Fine Foods, Inc., San Francisco, scheduled to discuss "The Present Need for Research in California and the San Francisco Bay Area."

A panel discussion titled, "Research Institutes in a

Defense Economy," will be led by J. E. Hobson, Director, Stanford Research Institute, Palo Alto, and will include representatives of Armour Research Foundation, Chicago; Battelle Memorial Institute, Columbus; Franklin Institute, Philadelphia; Mellon Institute, Pittsburgh; Midwest Research Institute, Kansas City; Southern Research Institute, Birmingham, and Southwest Research Institute, San Antonio.

"Opportunities for Research in Northern California," an address by Wetmore Hodges, Chairman of the Board, Hodges Research and Development Company, Redwood City—will be the final feature of the fact-packed conference.

The Conference is jointly sponsored by the San Francisco Chamber, Stanford Research Institute, University of California and Stanford University.



M. E. Spaght



Eric Walker



Frank B. Jewett, Jr.



A. B. Layton



James Drumm



J. E. Hobson

Chamber Delegation Leaves On Trade Trip Tomorrow

The exit from San Francisco tomorrow morning of a motor caravan on its way to the Santa-Cruz-Monterey area will mark the official start of this year's series of good neighbor visits by the Chamber's Inter-City Committee.

During the scheduled two-day tour, the Chamber group will visit a number of manufacturing plants in Santa Cruz and tour points of interest in the Monterey area.

R. M. Haynie, Program Chairman for the trip, and Paul A. Bissinger, Inter-City Committee Chairman, have planned a tour itinerary which includes visits to A. K. Salz Tannery, Fanger Research (makers of Ruud Water Heaters), Santa Cruz Shirt Co. (makers of wool and cotton sport shirts) and the Birdseye-Snyder Division of General Foods.

Before leaving for Monterey, the group will visit the contemplated site for the Wrigley Gum plant to be located in Santa Cruz.

In a departure from custom on trade trips, wives—of both San Franciscans and Montereyans—will join the "get-together" Saturday. It will end with dinner at the Del Monte Naval School arranged by Rear Admiral B. J. Rodgers, commandant 12th Naval District, who will be a member of the trade party.

Members desiring to participate should call the Chamber, EXbrook 2-4511, local 63.

Chamber States Case of Small Manufacturers And Defense Orders; Sets Up Electronics 'Pool'

The small manufacturer of the Bay Area is coming out on the short end of government defense contracts, the San Francisco Chamber of Commerce told a Congressional Small Business Committee hearing Monday.

He is being discriminated against by the present system of priorities and allocations within the framework of the National Production Authority—causing him to be faced with unjustifiable material shortages, inability to do future planning, difficulty in holding skilled labor and insufficient time to prepare bids, according to the Chamber.

In a prepared statement presented at the first session of the House of Representatives Small Business subcommittee which met Monday and Tuesday in San Francisco, Donald V. Doub, chief industrial power engineer for the Pacific Gas and Electric and a member of the Chamber's Industrial Advisory committee, cited the current problems of small manufacturers and in the same statement announced formation by the Chamber of a new group in the electronics field which would seek to pool efforts in promoting defense contracts.

Described as "an outgrowth of Chamber efforts to assist in promoting defense business for local firms," the new group is called the San Francisco Bay Area Electronics Pool and will have two major goals:

1. Acceptance of larger contracts jointly, than would be possible by the individual firms;

2. Aiding materially in creating an awareness by procurement officers of the

(Continued on page 2, column 1)

Firms Urged To Sign Up For "Education-Business" Day

"Education-Business Day" is approaching, and business people desiring to see for themselves just how today's schools operate should make their reservations for the event as soon as possible, according to Louis B. Lundborg, Chairman of the Chamber's "E-B" Day Executive Committee.

The day on which San Francisco's schools will open their classrooms to business representatives is April 19, Lundborg said.

Letters have been mailed by the Chamber to more than 3,000 business firms, outlining the unique event and requesting their indication of company representatives and types of schools they wish to visit, Lundborg added.

Elementary, secondary and special schools and the city college will be on the list, he said.

Chamber Organizes 'Pool' For Defense Contracts

(Continued from Page 1)

skills and production facilities available in small electronics firms of the area.

Doub said the group's immediate program is to exchange information among member firms; publish and circulate a "composite facility report" among government purchasing officers, prime contractors and others; and to have Washington representation for the pool.

John M. Kaar of Kaar Engineering Company, following Doub at the congressional hearing Monday, to further describe the electronics group, is Chairman of the sub-committee working under the Chamber's Electronics Section to accomplish the pool program, according to Doub.

Other members of the sub-committee are Sidney S. Konigsberg, Clayton Bane, Claude Davies, Roger Bunce and E. R. Vinson.

Kaar announced the following firms have indicated their intention of joining the pool and said that other electronic manufacturers who wish to participate should contact the Chamber's Industrial Department:

Sargent-Raymont Co., Commercial Electronics, E. R. Vinson Co., Applied Electronics, Communication Equipment Division of the Robert Dollar Co., Clayton F. Bane

Co., Ampex Electric Corp., Electronic Engineering Associates, The Lacey Co., Huggins Laboratories, Birdsell Mfg. Co., Inc., Thor Transformers, Inc., Kaar Engineering Co.

He said that large manufacturers appear to be in a generally more favorable position with respect to materials, first because they are larger and therefore preferred customers of basic suppliers; secondly because they are usually in a better position financially to absorb the losses caused by material shortages; and thirdly because they are better able to withstand the shock of certain critical shortages because of their ability to concentrate on items which do not require critical materials.

The small manufacturer, however, is in a difficult position as a result of shortages caused by diversion of materials into defense needs "far in advance of the actual need for them." They, Doub said, find themselves "just out of luck" for production materials.

Because of this situation, Doub added, plus lack of information as to what is expected of this area, the small manufacturers have the additional problem of losing skilled employees to larger manufacturers offering more security.

Action By Your Chamber

In the past week, your Chamber of Commerce...

- **AIDED EMPLOYEES WHO ARE MEMBERS OF THE NATIONAL GUARD AND ARMY ORGANIZED RESERVE CORPS UNITS**—by requesting all San Francisco employers to permit all their employees who are members of the National Guard and Reserve units—and who would be affected by a Department of Army order requiring compulsory field training—to participate in the field training without loss of seniority, vacation and related rights, and without loss of total pay after crediting Army pay.

- **FAVORED RETENTION OF FEDERAL CONTROL OF AIRCRAFT**—by Board actions which held that State legislation now being proposed would merely be a duplication. The legislation would require registration and licensing of all private aircraft in California by the Department of Motor Vehicles and the creation of a "California Aeronautical Fund." The view was taken because all civil aircraft are presently regulated by the Civil Aeronautics Administration.

Similar action was taken on other State legislation which would subject all commercial intrastate air carriers to the supervision of the California Public Utilities Commission with respect to routes within the state.

- **UPHELD FEDERAL PRACTICES WHICH INSURE FURTHER DEVELOPMENT OF NEW MINERAL RESOURCES**—by a wire sent Representative Robert L. Doughton, Chairman of the House Ways and Means Committee, by Chamber President Alan J. Lowrey. The wire said, "By recent action, the San Francisco Chamber of Commerce favors principle of adequate percentage depletion allowances under Income Tax Laws, particularly to insure further development of new mineral resources."

Senator Richard M. Nixon and Congressmen John F. Shelley and Frank R. Havener were also informed of the action, which was a reaffirmation of a view taken by the Chamber in 1950.

- **RESISTED EFFORTS TO REGULATE AND LICENSE INTERIOR DECORATORS AND DESIGNERS**—which comes in the form of a proposed state law. The Chamber's Board, in expressing the opinion that the legislation would add to the costs of home improvement for an already overburdened public, acted in concert with the Retail Merchants Association.

— Second Century of Progress —

Foire de Paris—In Spring!

The Paris Trade Fair—April 28 through May 14—will be the best reason any American businessman has ever had for visiting "Paris in the Spring," according to Henri Beaufard, French Commercial Counselor in San Francisco.

This year marks the 2000th anniversary of Paris and the 37th observance of the Paris Trade Fair (Foire de Paris) which should, according to its managers, break last year's record attendance figure of 2,500,000 with more than 11,000 participants represented.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily hearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-7172 GAS & OIL INDUSTRY LABORATORIES, INC., Irvington 11, New Jersey, manufacturers of valves, filters and regulators, interested in appointing a manufacturer's sales representative now calling on gas companies, jobbers and manufacturers. Commission basis and exclusive territory arrangement.

D-7173 FRANK A. GOLD, 18431 Newell Road, Cleveland 22, Ohio, now acting as a manufacturer's agent throughout the state of Ohio, handling tools, dies, jigs, fixtures, valves, etc., interested in representing local manufacturers of similar items.

D-7171 F. H. FABER ADVERTISING, 330 South Sixth Street, Minneapolis 15, Minn., acting as representative for a manufacturer of a modern cake pan, wish to appoint an experienced salesman now calling on department, hardware stores and mail order houses on the Pacific Coast to sell this product.

D-7175 GREEN LINE CHEMICAL CORP., 1801 Chouteau Avenue, St. Louis 3, Missouri, interested in soliciting local firms, manufacturers, wholesalers or distributors who wish to have their products mixed, bottled or packaged and distributed in the Middle West.

D-7176 —McRAE VALVE CORPORATION, 3511 West Sixth Street, Los Angeles 5, California, interested in appointing a manufacturer's representative for Northern California handling their controls and valves sold directly to plants, schools, building supply houses.

D-7177 SPARTA MILLS, INC., 450 Elmoro Street, New York City 13, N. Y., interested in securing a salesman to sell their line of ladies' and children's panties on a commission basis.

D-7178 —C. A. HENRY INDUSTRIES, INC., 645 Salem Avenue, Dayton 6, Ohio, wishes to appoint a distributor for new type of die construction methods.

D-7179 —SCHADE VALVE MANUFACTURING COMPANY, 2527-2537 North Bodine Street, Philadelphia 33, Pa., looking for a sales representative, preferably with Power Plant experience, to handle valve specialties and accessories widely used in applications of many kinds.

D-7180 —CHEMICALS & MATERIALS DISTRIBUTOR, ORFORD, N. H., wants to appoint a representative to handle waterproofing and rust preventing chemicals used on all surfaces—roofs, metals, wood, machinery, tanks, etc.

D-7181 —UNITED REPRESENTATIVES, INC., 250 Park Avenue, New York 17, N. Y., offering sales territory as agents on a nominal commission or on a retainer fee basis to interested local firms.

D-7182 —CRAIN-AMBROSE COMPANY, LTD., P.O. Box 7023, Fort Worth 11, Texas, interested in securing distribution for their pressure casting used in the plastics injection molding field.

D-7183 —THE J. C. GARY COMPANY, 1300-1320 Clara Street, New Orleans 13, La., seeking a sales representative calling on wholesale dealers to sell their pepper sauce, hot sauce, pickled peppers and Worcestershire sauce.

National President



KENNETH I. VAN COTT, President of the American National Retail Jewelers Association, who flew here from New York this week to address the State Jewelers' Convention at Palace Hotel.

State Jewelers Meet Here

More than a thousand members of the California Retail Jewelers Association gathered in San Francisco this week for their 18th Annual Convention, and concurrent with the meet—it lasted from April 1 to April 4—was the Third Annual Jewelry Buyers Market. The Chamber co-sponsored the four-day event.

Alan J. Lowrey, Chamber President, welcomed the convention at a "Business and Fashion Luncheon" on Tuesday which also featured an address—"The Jewelry Industry Today"—by Kenneth Van Cott of New York, president of the American National Jewelers Association.

'Cool Heads, Courage and Cash'

An Address by

LEWIS A. VINCENT

General Manager,

NATIONAL BOARD OF FIRE UNDERWRITERS

Hear Mr. Vincent in a fascinating discussion of fire insurance, at a special luncheon—first event of a new San Francisco tradition—commemorating the 45th anniversary of the great fire and earthquake...

Wednesday, April 18, 12:00 Noon
San Francisco Commercial Club

JAMES F. CRAFTS, *Presiding*

President, Fireman's Fund Insurance Company



LEWIS A. VINCENT

Jointly Sponsored By:

SAN FRANCISCO CHAMBER OF COMMERCE

BOARD OF FIRE UNDERWRITERS OF THE PACIFIC

SAN FRANCISCO COMMERCIAL CLUB

Mr. Vincent has been appropriately selected as principal speaker for this luncheon commemorating the anniversary of San Francisco's fire and earthquake. He is well versed in problems and procedure of fire protection, having served with the National Board of Fire Underwriters for 21 years. His engineering training prior to joining the Board was of the finest this nation can offer—a degree from the Military Academy at West Point.

During World War II, Mr. Vincent was loaned to the War

Department as a consultant on fire protection for the military. In 1947 he was assistant executive director of President Truman's Conference on Fire Prevention.

Mr. Vincent has performed these and many other important duties which have contributed to the broad experience of fire insurance companies of both the United States and Canada. He not only is an able engineer and student of fire protection, but a man of fine executive ability. He is serious-minded, friendly in manner and forceful in decision.

San Francisco Chamber of Commerce
 333 Pine Street, San Francisco 4

Please reserve... place(s) for me at \$2.25 a plate, at the luncheon Wednesday, April 18, for Lewis A. Vincent, at the Commercial Club, 12 Noon.

CHECK
 ENCLOSED

Name.....
 Firm.....
 Address.....

\$

Please
Make Your
Reservations
EARLY!

★

(Price—\$2.25 a plate,
 tax included)

France To Exhibit Variety Of Products At Trade Fair

Exotic and rare works of art, varied handicrafts and strategic raw materials will be incorporated in an unusual exhibit to be sponsored by the French Commercial Counselor, Henri Beaujard, at the fourth annual San Francisco World Trade Fair in May.

The Fair will be held in the Palace Hotel, San Francisco from May 23 to 27, under the joint sponsorship of the San Francisco Chamber of Commerce and its World Trade Association.

The French will deviate from their usual custom of displaying purely continental French products at the Fair this year. Instead, they will show products from some of their overseas territories—Morocco, Africa, Indo-China.

Included will be a collection of native Moroccan craftwork, such as leather goods, jewelry, wool carpets, ceramics, as well as raw materials. In the latter display will be rubber, minerals, phosphates, tapioca and manioc flour, cocoa, coffee, cloves, vanilla, caraway and coriander seeds, paprika, and other items produced in the French territories.

Nations from the four corners of the world have already reserved space at the World Trade Fair to exhibit the raw materials, consumer products and tourist services they have to offer the American people, according to General Robert H. Wylie, chairman of the 1951 World Trade Week committee.

— Second Century of Progress —

USF, JC Sponsor Minority Employment Institute

Working toward the elimination of minority group employment problems, the University of San Francisco and Junior Chamber of Commerce next Thursday will co-sponsor an "Institute on Minority Employment."

Keynote speaker for the event to be held on the University's campus will be Adrien J. Falk, former San Francisco Chamber President, and currently the leading officer of the State Chamber.

More than 400 business executives, personnel directors, educators and labor officials are expected to attend the afternoon meeting to discuss ways and means of eliminating job discrimination.

Other speakers for the event will include Reverend William J. Dunne, S.J., President of the University, Charles Roeth, area manager of the State Department of Employment and Elmer D. Samson, Junior Chamber of Commerce President.

— Second Century of Progress —

City Is Host To Chief Of Salvation Army

Commissioner John J. Allan, Chief of Staff and second in command of the Salvation Army, arrived here today from London, England.

Over 400 community leaders—representatives of business, government and religious organizations—will attend a special luncheon to be held in his honor tomorrow at the Fairmont Hotel.

French ECA Mission Hosted Here By Chamber Groups

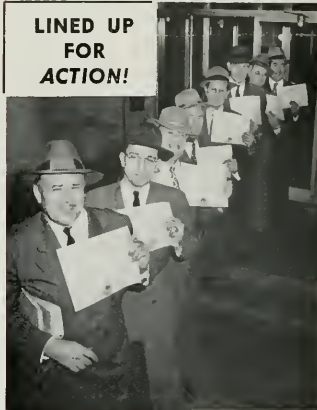
An ECA team of 10 French trade representatives were special guests last Tuesday of the Chamber's World Trade Association and the French-American Chamber of Commerce at a luncheon in the Fairmont Hotel.

In this country to study American distribution, selling and merchandising methods, the French trade group was welcomed to San Francisco and the luncheon by Michel Weill, President of the French Chamber of Commerce of the U. S. and President of Raphael Weill & Company.

Frank M. Jacobs, Acting President of the trade association, shared the rostrum duties with Weill.

— Second Century of Progress —

LINED UP FOR ACTION!



IN THE FIRST ACTION of a new program of personalized service to Chamber members, this "service squad" of the Second Century Club leaves the Chamber building, armed with membership certificates for business firms that have just joined. Front to back, they are: Lee Larimer, A. C. Meyer, F. D. Blotleslee, Andrew Carrigan, W. W. Bowman, Ralph P. King, Bert Nordman and M. R. Peters.

BAY REGION BUSINESS

WALTER J. BROWN, Editor
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Bay Region Business
SAN FRANCISCO CHAMBER OF COMMERCE

SECOND CENTURY OF PROGRESS

Hitting The HIGH SPOTS

With Walt Brown

J. W. Mailliard, III, Chamber Third Vice-President, is in Sacramento today to make a statement before a joint meeting of the Senate Finance and Assembly Ways and Means committees. The meet is designed to impress legislators with the need for "holding the line" on new general fund taxes and new general fund expenditures.

H. E. Sir Gladwyn Jebb, Ambassador Extraordinary to the United Nations for Great Britain and Northern Ireland, will speak on UN and For Eastern problems next Monday evening at the Mark Hopkins. Sponsor: American Assn. for the United Nations... Twelve French Journalists from as many French newspapers will be in S.F. tomorrow and over the week-end, on part of a study-tour of this country's newspapers. The Chamber will help host them.

David Street, the Chamber's Civic Development Dept. Mgr., and Managing Director of the Retail Merchants Assn., was one of the "Queen Esther Contest" judges at the Zionist Organization of America's Blue White Purim Ball held last Sat. night. The ceremonies were televised on KPX.

City and country people have vital interests in common, G. L. Fox, Chamber Gen. Mgr., told a Form-City Relation Forum held recently in Modesto.

— Second Century of Progress —

NPA Authorizes Continuing Of Metropolitan Building

Construction of a \$2,700,000 addition to the Pacific Coast headquarters building of Metropolitan Life Insurance Company on California Street, near Stockton, will be resumed immediately, Henry E. North, vice president of the company and past Chamber President, announced this week.

Work on the structure was stopped when the construction limitation order was issued by the National Production Authority some weeks ago. The Authority, through its Washington headquarters, has now authorized the work to proceed, Mr. North said.

Because of the acute need for commercial building space in San Francisco, this is welcome news, according to G. L. Fox, Chamber General Manager.

"San Francisco facilities of Metropolitan Life Insurance Company are essential to the public welfare," he said, "and the NPA has recognized a type of commercial building need that prevails in San Francisco even during the rearmament period."



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Fire Insurance Executive To Speak At Anniversary of 'Great Disaster'

Forty-five years of progress built from the smoldering ruins of a great city's destruction—and the part that fire insurance has played in that growth.

This will be the theme of a gathering of San Francisco business and civic leaders to be held Wednesday, April 18, in the Commercial Club, commemorating the 45th anniversary of San Francisco's great disaster of 1906.

Jointly sponsored by the Chamber, the Board of Fire Underwriters of the Pacific and the Commercial Club, the meeting will be in the form of a special luncheon featuring, as principal speaker, a national leader in the field of fire underwriting.

He is Lewis A. Vincent, general manager of the National Board of Fire Underwriters, and his topic will be:

"Cool Heads, Courage and Cash."

"Mr. Vincent has performed many important duties—among them acting as War Department consultant on fire protection for the military," Chamber President Alan J. Lowrey said this week. "His activities have contributed to the broad experience of fire insurance companies of both the United States and Canada."

Reservations may be secured through any of the three sponsoring organizations.

— Second Century of Progress —

Thirty-five Organizations Given Special ECA Awards

At a special Monday luncheon, arranged through Mayor Elmer E. Robinson and the San Francisco Chamber, 35 local industrial, business and labor organizations were awarded "Certificates of Cooperation" from the Economic Cooperation Administration for their work in the Marshall Plan Technical Assistance Program.

Mayor Robinson, in making the presentations, said, "May we always have that 'know-how' which in peace or in war makes our nation great—and may we always find our real strength in... the American people, whether they be of management, of labor, of agricultural or of commercial affiliations."

J. D. Zellerbach, Chamber Director, president of Crown-Zellerbach Corporation, and former Chief of the ECA Special Mission to Italy, responded to the Mayor in behalf of the honored organizations.

Chamber President Alan J. Lowrey said: "On a few recent meetings with several ECA visiting groups from Europe, we have had reports that the program had been a big success and that all of the countries today exceed prewar levels in their production and business activities."

"This success is our greatest assurance against an infiltration of Communists in the countries of Western Europe that were tremendously weakened by the war."

Businessmen To Visit Schools On 'Education-Business Day' Next Week

Hundreds of businessmen will visit San Francisco's schools on "Education-Business Day" next Thursday, according to indications this week reported by J. A. Remick and Louis B. Lundborg, Chairmen respectively of the "E-B Day" Program and Executive committees.

Under joint sponsorship of the Chamber and the Board of Education, the city's business segment thus will return a visit made to its bailiwick last November by more than 3,000 San Francisco school teachers in the first realistic program, locally, directed toward understanding and cooperation between education and business.

"E-B Day," April 19, will find all of the city's schools open to the visiting groups from 8:30 a.m. to 1:30 p.m. Each businessman will be assigned with a small group to one of the schools for the day. He will visit classes in session, observe existing school facilities and discuss fundamental problems with teachers.

"We will witness the training which our young people are receiving—training closely linked to the future of our companies and our economy," said Lundborg this week.

Randle P. Shields, Manager of the Chamber's Special Events Department, today requested all business people interested in "signing up" for the event to notify him as soon as possible.

— Second Century of Progress —

Government Mining Chief Will Speak At Local Meet

Dr. James Boyd, Director of the United States Bureau of Mines and Administrator of the Defense Minerals Administration, will address Northern California mining people at a special luncheon Tuesday, April 17, at the Concert Room, Palace Hotel, it was announced this week by L. M. Holland, Manager of the Chamber's Industrial Department.

Boyd will speak on "The Present Program of the Defense Minerals Administration." There will be a question and answer period.

Phil R. Bradley, Jr., Chairman of the Chamber's Mining Committee, will preside at the meeting which will be under joint sponsorship of the Committee, the California Chapter of the American Mining Congress and the State Mining Board.

Dr. Boyd is on a tour of the West to discuss mining problems with industry leaders.

Tickets at \$2.50 each may be reserved by telephoning EXhrook 2-4511, extension 31, or by writing the Chamber not later than April 16, Holland said.

First Trade Trip Of Year Brings Tangible Results

The Chamber's Domestic Trade Department is already working on problems presented to its Inter-City Committee by businessmen of the Santa Cruz-Monterey area during the first "Good Neighbor" visit of the year, according to Paul A. Bissinger, Chairman of the Committee.

The Committee members spent last Friday and Saturday in the area to the south, touring plants and holding discussions with their business counterparts after leaving San Francisco Friday morning by motor-caravan.

"San Francisco's prosperity does not lie within the county line," Bissinger said.

"The mutuality of interest between our city and Santa Cruz-Monterey has been further strengthened. I know that business representatives in the area now have greater appreciation of the facilities offered by San Francisco for the servicing of their operations and the marketing of their products."

— Second Century of Progress —

Chamber Tax Stand Gets Congressmen's Support

Representative Franck R. Havenner and Senator Richard M. Nixon have promised to support the Chamber in its opposition to a proposal by Secretary of the Treasury John W. Snyder for an increase in the excise tax on wines.

In letters to G. L. Fox, Chamber General Manager, both Havenner and Nixon have agreed with the Chamber that the proposed increases are greater than equitable, compared with increases proposed for other alcoholic beverages.

Havenner said he had followed through by presenting a protest to the House Ways and Means Committee, and Nixon said prospects looked good for a reduction in the amount of increase proposed.

Following Board action recently, the Chamber had notified the Congressmen of its views and requested their support.

Research Conference Leaders



SHOWN ABOVE are the session leaders and luncheon speaker at the Third Annual Northern California Research Conference held last Thursday at the Palace Hotel. Seated, left to right: C. Girard Davidson, former Assistant Secretary of the Interior and presently a noted Portland, Oregon attorney, who spoke on "Present National Needs for Research" at the conference's luncheon meeting; Alton J. Lowrey, President of the San Francisco Chamber, one of the four sponsoring organizations. Standing, left to right, are: Dr. Cleo Brun-

etti, associate director of Stanford Research Institute, another sponsor of the conference; A. B. Layton, vice president of Crown-Zellerbach Corporation and chairman of the afternoon session; and M. E. Spaght, president, Shell Development Company and chairman of the morning session.

Other sponsors of the full-day conference which brought almost 200 business people to San Francisco from all over Northern California, were Stanford University and the University of California.

Business in Defense

A handy four-page booklet with questions and answers on National Production Authority Regulation 4 is available at the San Francisco Regional Office of the Department of Commerce and on file at the Chamber, according to L. H. Holland, Manager of the Chamber's Industrial Department.

Here are some samples from the booklet, which deals with virtually every commonly-raised question:

Q. How does Regulation 4 accomplish the purpose of maintaining our present production facilities?

A. It permits all business enterprises, large or small, whether engaged in retail or wholesale trade or in manufacturing, to use an extendible DO-97 rating to obtain needed maintenance, repair and operating supplies (MRO).

Q. What is meant by "extendible DO-97 rating"?

A. Under NPA's basic priorities system, certain essential production is given preference. "DO-97" is the preference symbol assigned by NPA for use on orders for maintenance, repair and operating supplies. This preference rating may be extended by the person receiving the rated order in the same way as any other DO rating may be extended.

Q. What about other organizations, such as schools, hospitals, churches and government agencies?

A. Regulation 4 includes them, too. Federal, State, municipal, and other governmental units may use the DO-97 rating, and so may schools, libraries, churches, hospitals and similar institutions.

Q. Does the regulation exclude any type or types of institutions?

A. No. All institutions in the United States and its possessions and territories when necessary may use DO-97 ratings to get the maintenance, repair and operating supplies they require.

Q. Is any special authorization required from NPA for the use of the rating?

A. No. The regulation is self-explanatory and the rating may be used by any concern in accordance with Regulations 4 and 2.

Q. Is there any limitation on the amount of these supplies a business or institution may obtain?

A. Yes, in general MRO supplies may be obtained only in the same dollar amount spent for such supplies during 1950.

KNBC Converts Studio Into Blood-Receiving Bank

From a radio studio to a blood bank—overnight. That's the weekly transformation of Radio Station KNBC's Studio A at Taylor and O'Farrell Streets here.

Every Thursday morning a mobile unit from the Irwin Memorial Blood Bank moves into the radio studio—and by 11 o'clock is ready to accept donors.

The weekly arrangement has been made in order to provide a downtown location for the blood bank in expediting the Red Cross procurement program for blood for overseas use. The KNBC studio provides a location which is easily accessible to department stores and office buildings in the downtown area. Lunch hour or after work donations are now possible.

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S.F. Men Serve Government

Several San Franciscans have been asked to bring their world trade "know-how" to two newly-formed government committees which will aid the Office of Price Stabilization in formulating price control policies.

Serving on the Export Industry Advisory Committee are: H. Alvarez, Golden State Company, Ltd.; Dwight K. Grady, Rosenberg Bros. & Company; Rene A. May, Getz Bros. & Company, Inc.; and Brayton Wilbur, Wilbur-Ellis Company.

Serving with the Import Industry Advisory Committee are: B. T. Rocca, Jr., Pacific Vegetable Oil Corporation; Harold J. Steele, H. M. Newhall & Company; and L. M. Dickson, The American Import Company.

Grocers Get Practical Training At New School

A modern grocery store has been built and equipped with a full stock of merchandise—yet, it will never sell as much as a can of peas or a loaf of bread.

The store is a model one located at Galileo High School, Polk and Francisco Streets. It is part of a new retail grocery training now being conducted there.

Courses in the training plan, which started last week, are open to all persons employed in the retail grocery industry.

Included in the course of instruction are "Grocery Selling and Merchandising" on Wednesdays; "Checking Merchandise and Cash Register Operation" on Mondays; "Store Management" on Tuesdays; and "Buying and Merchandising" on Thursdays. Classes will be conducted from 7:30 to 10:30 p.m.

Ray S. McConnell, President of the Chamber's Retail Merchants Association, said that diplomas will be granted to all persons who have completed the first three courses, and will be recognized by the Retail Grocery Clerks Union Local 648 and by the industry.

Groups cooperating in the plan are: the San Francisco Public Schools, the Retail Grocers Association of San Francisco, the Retail Merchants Association, the Retail Grocery Clerks Union Local 648 and the Sales Managers Club of San Francisco.

— Second Century of Progress —

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBROOK 2-6311, E. 34th St.

D-1484—CHEMICAL SERVICE OF BALTIMORE, Howard and West Streets, Baltimore 30, Md., wish to appoint a distributor for their all-weather, slip-proof, hydrocarbon-carbonate floor wax.

D-1485—GERALD V. BAKER, 1608 N.E. 13th Ave., Portland 12, Ore., offers sales representation throughout Oregon and parts of California to interested local firms.

D-1486—TESSUTI PRINCIPLE, 21 West 46th St., New York 19, N.Y., wish to appoint a West Coast sales representative to sell their imported worsted suits to tailored, department stores and specialty stores.

D-1487—MARGARET HUNTER, 5983 Main St., Vancouver, B.C., Canada, wishes to act as a manufacturer's agent in Canada for local manufacturers of inexpensive novelties, jewelry and sundries.

D-1488—LESLIE PRODUCTS COMPANY, 12002 Lansing Avenue, Leslie, Mich., seeking a manufacturer's agent or distributor covering the Northwest California area for a portable amplifier, rechargeable battery equipped, suitable for conducting tours, field trips, training men on the field, etc.

D-1489—VICTOR LEBOW, 347 Madison Ave., New York City 17, N.Y., looking for a West Coast representative calling on department stores, specialty shops and maternity shops for one of their clients who manufactures brassieres and girdles.

D-1490—EM-BE SPECIALTY MANUFACTURING COMPANY, 6312-18 Walker Street, Minneapolis 16, Minn., interested in procuring representation in San Francisco for their line of soft plastic specialties sold to department stores, sporting goods stores, auto accessory dealers, etc.

D-1491—CRANE BUTTON COMPANY, 6815 South Hoover St., Los Angeles 44, Calif., interested in obtaining a salesman in San Francisco for their line of curved buttons and laces for variety and yardage store trade.

D-1492—TRADE PRODUCTS COMPANY, 15 Ward Street, Bloomfield, New Jersey, sole United States distributors of a newly developed hardening agent for all steels, including mild steel, wish to appoint a distributor, having salesmen calling on manufacturing plants, machine shops, maintenance suppliers, etc.

D-1493—IRVING PRODUCTS, INC., 2101 North Alhambra Avenue, Los Angeles, Calif., desirous of securing a distributor for electrically heated, thermally controlled chair suitable for rest homes, sanitariums, hospitals, etc.

Contribute Your Thought and Action to . . .

Teamwork In A World Crisis . . .

Plan To Take Part In The 1951 Northern California

AGRICULTURE-BUSINESS CONFERENCE

FRIDAY, APRIL 27—FAIRMONT HOTEL, SAN FRANCISCO

"Sound Relations Between Agriculture and Business Are Vital to Our Nation's Freedom"

This is the premise on which a program of continuing good relations between farmers and businessmen of this area is being built by the San Francisco Chamber of Commerce, the San Francisco Bay Area Chapter of the Public Relations Society of America, the Farm-City Relations Committee and the Central Valley Empire Association—sponsors of this year's annual Agriculture-Business Conference.

How can better understanding between agriculture and business increase production to avoid ruinous inflation, black markets and other deteriorations? Learn the answers to this and other important questions at this valuable get-together of both vital segments of our economy. Hear the State's key men in business and agriculture tell how to develop the urban-rural understanding and cooperation necessary to achieve unity of purpose and capacity to produce.

TWENTY-ONE KEY MEN OF THE STATE TO GIVE THEIR VIEWS

Speakers

W. B. CAMP, Bakersfield, President, W. B. Camp and Sons; Member, Executive Board, Farm-City Relations Committee. Talk: *"The Fight to Preserve American Freedom."*

REX F. HARLOW, Palo Alto, Consultant, Farm-City Relations Committee; Board Member, Public Relations Society of America. Talk: *"The San Joaquin Valley Project For Farm-City Relations."*

J. RUSSELL KENNEDY, Bakersfield, General Manager, California Cotton Cooperative Association, Ltd.; Chairman, Kern County Farm-City Relations Committee. Talk: *"It's Better To Know The Facts."*

A. E. SWANSON, Fresno, President, Sun-Maid Raisin Growers of California; Chairman, Fresno County Farm-City Relations Committee. Talk: *"Sound Farm-City Relations Begin At The Grassroots."*

G. STEWART BROWN, Manager, Public Relations Dept., Standard Oil Company of California; Director, Public Relations Society of America. Talk: *"An Oil Company Looks At Its Rural Relations."*

LOUIS B. LUNDBORG, San Francisco, vice-President, Bank of America; Vice-President, Public Relations Society of America. Talk: *"You Can't Buy, You've Got To Earn, Good Public Relations."*

VERN REDMAN, Fresno, Sales Manager, Pacific Gas and Electric Co., San Joaquin Valley. Talk: *"We Go To Town By Going To The Country."*

MILTON FAIRMAN, New York, Director of Public Relations, The Borden Company; President, Public Relations Society of America. Talk: *"The Road Ahead."*

Panel Session Members

DR. G. F. MACLEOD, Fresno, Technical Vice-President, Sunland Industries, Inc.—Moderator, *"Good Neighbors Are Made, Not Born"* Panel.

DON MAUPIN, Bakersfield, Secretary-Manager, Kern County Potato Growers Assn.; Secretary, Kern County Farm-City Relations Committee.

VERN A. PICKRELL, Kingsburg, Owner, Diamond KR Ranch; Vice-President, California Canning Peach Assn.

RAY PROVOST, Fresno, Field Manager, Producers Cotton Oil Company.

JOHN ARTHUR REYNOLDS, Fresno, General Manager-Secretary, Central Valley Empire Assn.; Secretary, Farm-City Relations Committee.

LLOYD E. GRAYBIE, San Francisco, Vice-President, American Trust Co.; Director, Public Relations Society of America—Moderator, *"Public Relations For Survival"* Panel.

GLEN BROCKWAY, San Francisco, Regional Director, Bureau of Employment Security, U.S. Department of Labor.

G. L. FOX, San Francisco, General Manager, San Francisco Chamber of Commerce.

DWIGHT K. GRADY, San Francisco, Vice-President, Rosenberg Brothers and Co., Inc.

EDGAR A. WAITE, Hillsborough, Public Relations Counsel.

LUNCHEON SPEAKER — W. HOWARD CHASE — "MOBILIZATION"

"The Story of a New Phase of American History" will be told by Mr. Chase of New York, Director of Public Relations, General Foods Corporation.

poration: Assistant to the Director, Office of Defense Mobilization; and member, Executive Committee, Public Relations Society of America.

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4

- ☐ Please register me as a Conference delegate. Attached is my check, payable to the San Francisco Chamber of Commerce, in the amount of \$5.00 covering registration and luncheon.
- ☐ Please make reservation for the Luncheon Session ONLY, for which I attach a check in the amount of \$3.75 (tax and tip included).
- ☐ Please make reservation for the Conference WITHOUT luncheon, for which I attach a check in the amount of \$2.50 for registration.

Name.....

Firm.....

Address.....

CONFERENCE CHAIRMEN

Day's Chairman:

JOHN LAWLER

General Manager, Poultry Producers of Central California; Chairman, Agricultural Committee, San Francisco Chamber of Commerce.

Morning Chairman:

JOHN E. PICKETT

San Francisco, Editor, *"California Farmer"*; Chairman, Farm-City Relations Committee.

Luncheon Chairman:

W. P. FULLER, III

San Francisco, Treasurer, W. P. Fuller & Co.; Acting President, San Francisco Chamber of Commerce.

Afternoon Chairman:

BROOKS DARLINGTON

San Francisco, Public Relations Counsel; President, San Francisco Bay Area Chapter, Public Relations Society of America.

Institute Features Talks On Minority Employment

Through an exchange of experiences in the employment of minority group members, leading San Francisco businessmen expect to avail themselves of an existing labor supply that has barely been tapped, according to Elmer Samson, President of the San Francisco Junior Chamber of Commerce.

Speaking of the Institute on the Employment of Minority Group Members, to be held at 2:00 p.m. today at the University of San Francisco, Samson said the background of minority group employment will be outlined, and facts, figures and problems cited by several speakers, including:

Supervisor Don Fazackerley, State Chamber President Adrien J. Falk and Department of Employment Area Manager Charles Roeth.

A panel session will feature discussion of "typical questions" about minority group employment which may be raised by any businessman present, according to Samson, who urged attendance by Chamber members. The Institute is co-sponsored by the JC and the University.

— Second Century of Progress —

Cancer Drive Shows Results

If San Francisco continues its present tempo of contribution to the annual fund-raising drive of the American Cancer Society, the city will fill its quota.

This was the word received, this second week of the fund drive, from Belford Brown, Chamber Director and Cancer Crusade Chairman of the San Francisco County Branch of the Society.

However, Brown cautioned, San Franciscans must not relax in their efforts against the dread disease.

During the past 30 years, there has been an 80 per cent increase in the number of deaths from cancer here, he said.

— Second Century of Progress —

Manufacturers Sign Up For Fall Market Week

San Francisco Fall Fashion Market—scheduled for May 6 through 9 at the Palace Hotel—has already signed a total of 108 manufacturers, according to Ray S. McConnell, Partner, Robert S. Atkins Clothing Co. and President of the Chamber's Retail Merchants Association.

The first combined Los Angeles-San Francisco market lists 47 manufacturers from the southern city and 61 from San Francisco, to date.

"Because of the unique market showing," McConnell said, "retailers will have the opportunity to shop a depth and variety of lines never before presented."

Further information regarding the Market can be obtained by calling the Manufacturers and Wholesalers Association, Yukon 6-5934.

Hitting The HIGH SPOTS

With Walt Brown

Local contractors may submit bids for construction of a plant in Greece to convert salt water of a spring, 15 miles from Athens, to drinkable water, according to San Francisco's consulate general of Greece. Get particulars from the consular office . . . "Putting A Punch Into Chamber Written Material" will be discussed by Gordon Steedman, J. Walter Thompson Co., at tomorrow's meeting of Central & Na. Calif. Chamber of Commerce Executives, Fairmont Hotel . . . King Alfred Daffodils—a beautiful bouquet—came to the Chamber straight from Puget Sound's "early spring country" this month. Thoughtful donor was Howard Forbes, president of the Puyallup Valley Daffodil Festival, celebrated yearly in Tacoma, Puyallup, Sumner, and Orting, Washington . . .

Latest production of the Research Dept. is a compilation of "final populations" for every county in the State. (Guess you know S.F.'s "final" was 775,357) . . . Catch this next Saturday: your Chamber, on the air . . . part of the Nat'l Chamber's weekly "Talking It Over" network show, 9:9-15 p.m., KGO: reports from Bay Region Business on Chamber activities . . . Dr. Thomas C. Blaisdell, Jr. was guest speaker at yesterday's annual Pan American Day Observance of the World Trade Assn . . . A Brazilian Festival to take place at Funston Center on April 13, and a Mexican Festival at Sunnydale Center on May 4 are coming events in the Recreation and Park Department's UNESCO Program . . .

Lumber merchants from as far north as Yreka and as far south as Santa Maria will take over the Palace Hotel April 18, 19 and 20, for the 11th annual convention of the Lumber Merchants Assn. of No. Calif., according to Jack Pameroy, exec. vicepres. of the group . . . Stanford Research Institute, in its annual report, cites \$2,300,000 as its rate of current business, based on monthly activity at the start of the year; total volume for 1950 was within \$10,000 of 2 million . . .

A survey of about 800 residential builders in the S.F. Bay Area to provide data on the "basic character of the residential construction industry," is in progress, according to Max D. Kossoris, Western Regional Director of the U.S. Dept. of Labor's Bureau of Labor Statistics . . .

The Laymen's Nat'l Committee, sponsor of Nat'l Sunday School Week this week, is urging businessmen to think more seriously about their children's attendance at Sunday School throughout the year . . . Irving Lundborg & Co. is transferring Harry E. Jonas to New York to become the firm's floor partner on the N.Y. Stock Exchange . . .

Coastwise Line announces addition of two 10,500-ton Liberty design vessels to its coastwise-Alaska service . . . Congratulations to the Better Business Bureau which has become of age—21 yrs!

United Air, Western Air Celebrate 25 Years

Two great airlines—United and Western—pioneers of a multi-million dollar American industry, celebrate their 25th year of operations this month.

United's San Francisco district manager, Warren Burke, said that a biplane flight from Pasco, Washington, to Elko, Nevada on April 6, 1926, was the birth of his company.

Western Air Lines, according to Clay Bernard, district sales manager, first took to the air on April 17, 1926.

Varney Company, one of the early airlines that joined a merger resulting in the present United Air Lines, started operations with 10 people on the payroll and 460 air-mile route miles. Today, United employs 9,500 people, 2,000 of them at the San Francisco International Airport.

Western grew from a small, one-route airline to a sky network covering 5,014 route miles and serving 625,000 passengers a year, according to Bernard. Last year it boarded more than 585,000 passengers here and offered 34 daily flights.

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Retailers To Learn About Counterfeit Currency

"A bundle of queer stuff will be stashed at Macy's on Monday."

That's the way a counterfeiter might describe the bogus bills that will be on display during the "Retailers' Counterfeit Currency Clinics" to be held at Macy's department store April 16, 23 and 30.

Sponsored by the Federal Reserve Bank of San Francisco, the Chamber, and its Retail Merchants Association, the program of instruction for retailers is designed to familiarize handlers of money with the most recent counterfeit bills, together with the established techniques for detecting them.

The program will include addresses by Federal Reserve officers, United States Secret Service agents and a short film titled "Doubtful Dollars."

Classes in the clinic will be limited to forty. Reservations must be made by writing the Retail Merchants Association, 333 Pine Street, San Francisco 4, or by phoning EXbrook 2-4511, extension 85 or 86.

"If everyone handling money," D. P. Street, Managing Director of the merchants group said, "receives the proper instruction, it will tend to discourage any wholesale operation of the passing of counterfeit bills in San Francisco."

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PUBLISHED BY THE
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BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Firms Visit Schools On 'E-B Day' Today

One hundred twenty schools of San Francisco opened their doors, this morning, to unprecedented group visits by businessmen from the four corners of the city—and San Francisco's first "Education-Business Day" was under way.

Starting at 8:30 a.m., San Francisco's business people in hundreds as yet uncounted entered virtually every public school and many private schools throughout the city. In small groups, they are visiting classrooms from kindergarten to City College sessions.

The day will be spent in discussions with school teachers and first-hand glimpses of modern methods and problems of instruction. Business people will see classes in progress and samples of student work.

"Today's visit by several hundred men and women of San Francisco's business world is another step toward greater understanding and cooperation between these two vital elements of our community—business and education," said Louis B. Lundborg, Chairman of the "E-B Day" Executive Committee.

According to J. A. Remick of A. A. Brown Co., "E-B Day" Program Chairman, group meetings will also be held in each school by the visitors and teachers—giving businessmen a chance to learn of the school's background and of administrative and community problems.

Under joint sponsorship of the Chamber and the Board of Education, through Dr. Herbert C. Clish, superintendent of Schools, the event is reciprocal to a visit made to plants and firms last November by more than 3,000 school teachers, in San Francisco's first "Business-Education Day."

— Second Century of Progress —

Mining Chief Explains Aid To 'Strategic' Prospectors

Mining aid by the Federal government under the Defense Act was explained to a group of Northern California mining people by Dr. James Boyd, director of the United States Bureau of Mines, at a luncheon Tuesday in the Palace Hotel.

Boyd discussed the Exploration Act, approved last Friday, which provides for matching of funds, by the government, with prospectors of strategic metals.

Speaking of controls, Boyd said their necessity lies in material shortage. But, "We hope to get controls removed by building up greater supplies," he said.

Phil R. Bradley, Jr., Chairman of the Chamber's Mining Committee, presided at the meeting which was co-sponsored by the Chamber, the California Chapter of the American Mining Congress and the State Mining Board.



THE ABOVE SCENE depicts what hundreds of businessmen are doing on "Education-Business Day" today. Louis B. Lundborg, vice president of Bank of America and Chairman of the event's Executive Committee, is greeted in a Morino Junior High School science classroom by Principal J. P. Burnside. Looking on, admiringly, are school children Robert Muchna, Barbara Blum and Sally Jo Patterson.

Fire Insurance Executive Cites City's Progress In Address On 45th Anniversary Of Disaster

Insurance dollars, coupled with the courage and faith of the people of San Francisco, created out of the ashes and ruins of April, 1906, a greater and more beautiful city—one of the world's centers of culture and commerce—according to Lewis A. Vincent, general manager of the National Board of Fire Underwriters, who spoke here yesterday, on the 45th anniversary of San Francisco's fire.

City Extends Huge Welcome To General MacArthur

San Francisco greeted General of the Army Douglas MacArthur in a manner appropriate for the national hero when he arrived here Tuesday night—and appropriately, too, for the "City That Knows How."

Thousands of cheering citizens lined the route of his entrance into the city, and again Wednesday morning when, together with Mrs. MacArthur and their son Arthur, the General drove through the downtown area.

During his stay here, General MacArthur was welcomed by a citizens committee selected by Mayor Elmer E. Robinson. Acting President W. P. Fuller, III represented the Chamber on the group which extended "the heartfelt thanks of the city and the nation."

Addressing business and civic leaders at the San Francisco Commercial Club, Vincent said that San Francisco and the fire insurance business are "forever linked together in a common heritage of trial and tragedy" which, however, resulted in a better San Francisco.

Total property loss in the great fire was approximately \$350,000,000 on which there was about \$225,000,000 of insurance, according to Vincent. But the insurance companies paid losses to the limit of their ability, he said, waiving technicalities and interpreting contracts liberally.

Citing comparative figures of "then and now," Vincent said the assets of all capital stock fire insurance companies in 1906 were not quite one-half billion dollars. By 1949 these assets had grown to about five and a half billion dollars, an eleven-fold increase.

The luncheon was jointly sponsored by the Commercial Club, Board of Fire Underwriters of the Pacific, and the Chamber.

10-Point Traffic Plan Recommended

In a united action this week, the San Francisco Chamber of Commerce, the Central Council of Civic Clubs and the Downtown Association urged city officials to adopt a ten-point program which, they hoped, would avoid "hopeless traffic stagnation in San Francisco."

Belford Brown, Director of the San Francisco Chamber of Commerce, chairman of its Traffic and Highway committee and Assistant vice president of the San Francisco Bank, declared that the traffic program would act as a "stop-gap" until the freeway system, Bay Area rapid transit, major off-street parking facilities and further Bay crossings can be effected.

"We believe," Brown said, "that the proposed program worked out by our three organizations can be effectuated, at minimum cost, to provide cheaper and easier motoring for the public."

The report asks for:

1. Strict city-wide enforcement of all traffic ordinances;
2. Rapid expansion of both public and private off-street parking facilities;
3. Immediate increase in fines for double parking, illegal loading-zone parking and bus-zone parking to a minimum of five dollars;
4. Continued strict enforcement of the present "tow-away" plan and a survey to determine if it should be put into effect on more streets;
5. Prohibition of truck loading and unloading on certain major streets during peak traffic hours;
6. Early adoption of a well-planned, city-wide one-way street system, together with extension of a modern and more effective traffic signalization;
7. Investigation into the desirability of prohibiting left-hand turns in a wide downtown area and the prohibition of vehicles "cutting across" major thoroughfares;
8. Continued education of Municipal Railway operators to prevent congestion on major thoroughfares;
9. Maintenance of "No Parking" streets in the downtown area, with strict enforcement;
10. Complete review of private cars operating under commercial licenses, and elimination of present abuses of such licenses (Ordinance 107).

— Second Century of Progress —

'Chamber of Commerce Day' At Islam Shrine Luncheon

A salute to the San Francisco Chamber of Commerce will highlight today's luncheon meeting of the Islam Temple Shrine, to be held in the Gold Room of the Palace Hotel.

Sponsored by the Bank of California, National Association, the event will be dedicated to the Chamber and its achievements in the community and will be attended by the Chamber's Board of Directors and the bank's Directors.

Featured speakers at the occasion—a yearly tradition with San Francisco's Shrines—will be J. W. Mailliard, III, Chamber Vice President, and Arthur Warren, vice president of the Mission Branch of the Bank of California, N. A.

M. H. Robbins, oldest living past president of the Chamber (terms, 1911 and 1912) and a member of the bank's board of directors, will be a special guest.

City's Development Shown In New Chamber Report

How many manufacturing plants did San Francisco have in 1880... what were the wages paid and the cost of materials?

How do these figures compare with today's and what is the trend shown?

In what value were building permits issued in 1909, and how rapidly did it increase to more than twice that value, today?

What were San Francisco's postal receipts in 1884 and in every year since and how do these and many other statistics fall together to portray the measurements of a great city's progress?

These and many other facts are set forth in "San Francisco Trends," just completed by the Chamber's Research Department.

Going back in many instances from 20 to 50 years, and in a few cases beyond, the report tabulates the development of some of the major elements of San Francisco growth, including:

Population, Department Store Retail Sales, Consumer's Price Index, Business Activity, Postal Receipts, Real Estate, Building Permits, Water Deliveries, Bank Debts, Bank Deposits, Bank Resources, Stock Exchange Transactions, Manufacturing Employment, Manufacturing Production, Electric Power Sales, Cargo Tonnage and Bay Ship Arrivals.

Copies are available on request at the Research Department.

— Second Century of Progress —

San Franciscan Heads Up International Jaycee Meet

The continuing struggle of the International Junior Chamber of Commerce against totalitarianism and for an extension of the free enterprise system will receive new impetus at the organization's 6th World Congress in Montreal, Canada, May 23 through June 1, according to Lennart Jakell, the national JC's chairman for the event and an employee of Pacific Transport Lines, Inc., here.

In addition to the excellent educational value offered by attendance at the Congress, Jakell urged firms employing Junior Chamber members not to overlook the new business contacts with foreign countries which can come out of such meetings.

San Francisco delegates to the Congress include: Jakell; Harold S. Dobbs of Lillick, Geary, Olson, Adams and Charles, and past president of the San Francisco JC; Elmer D. Samson, Samson Sales and currently president of the local JC; Harry Brawner, W. P. Fuller & Co., and Larry J. Miller, Mutual Benefit Health & Accident Assn.

JC members who plan to attend the Congress should send their registration fee, the United States equivalent of 30 Canadian dollars, to Lennart Jakell, Chairman, United States Jaycees "On to Montreal" Committee, 333 Pine Street, San Francisco 4.

Commenting on Jakell's recent appointment as chairman of the international event, Samson said:

"It is a signal honor for our organization and our city to have this privilege fall to a San Franciscan. We're certain Mr. Jakell will do his usual thorough job in this particularly important assignment."

Action By Your Chamber

In the past week, your Chamber of Commerce...

- **UPHELD THE RIGHT OF THE INDIVIDUAL**—by approving legislation as embodied in Senate Bill 1228, which declares secondary boycotts to be against public policy and unlawful in California.

- **CHAMPIONED SOUND GOVERNMENT**—by:

- 1—Opposing Assembly Bill 2069 which would give the Franchise Tax Board the power to regulate charitable subscriptions. The Chamber feels that the bill is an unwarranted extension of governmental regulation in the field of such solicitations.

- 2—Approving the creation of a State "Hoover" Commission as outlined in Assembly Bill 1725—because of the need for constant investigation of governmental functions.

- 3—Opposing Senate Bill 1669 and companion Bill 1608 creating a new office—Legislative Research Counsellor. It was felt that these bills would open the door to the hiring of private agencies by political bodies to do the work that legislators and such political bodies are ordinarily supposed to perform.

- 4—Looking with disfavor on creation of a non-paid State Advertising Commission with a million dollars a year to promote California—as provided by Assembly Bill 2060. The Chamber's view was that "this is not the best, and certainly not the most economical, use of tax money."

- 5—Agreeing with the provisions of Assembly Bill 24 which states that "no public utility shall furnish any person any private wire for the dissemination of gambling information"—an effective method of dealing with the "bookie" phase of organized crime.

- **LABORED FOR WISE TAXATION**—by:

- 1—Opposing a proposal before the State Legislature (AB 2615) which would allow personal property stored in warehouses to be exempted from taxation providing the owners can show that the property was sold or shipped outside the state by a certain time limit. One of the points leading to opposition of the bill was that the property tax rate would have to go up to compensate for the stated exemption.

- 2—Opposing the financing of retirement of firemen by a tax on fire insurers (ACA 11). The Chamber holds the view that requirement of the members of a fire-fighting force, if to be publicly financed, should be borne by the entire community rather than by a segment of it.

- 3—Holding that an increase to \$2,000 on the exemption from property taxation on household and personal effects (AB 481) should not be entered into law since, with the present State tax needs, this legislated exemption would have to be compensated for in other ways.

- 4—Taking the stand that an increase in the Motor Vehicle License tax from two to three per cent on the market value of the vehicle should not be allowed (AB 1316) since this measure would set a new precedent in directing such funds to an auxiliary State school fund.

'Teamwork In World Crisis' Is Theme Of Agriculture-Business Meet Next Week

Teamwork in a world crisis, between the vitally important urban and rural segments of America's economy, is the goal to be sought at this year's Northern California Agriculture-Business Conference which will bring hundreds of farmers and businessmen together at the Fairmont Hotel on April 27—a week from tomorrow.

Ranchers as well as dirt farmers will forsake, for a day, their teams and their tractors on Northern California's vast rural spreads, to journey to "The City"—and business leaders in the concrete canyons of metropolitan, financial and industrial centers will leave their desks and their ticker tapes—to join in what has been described as the healthiest of activities, a down-to-earth round-table discussion of mutual problems and difficulties.

Canada Will Have Exhibit At World Trade Fair

Visitors to San Francisco's World Trade Fair—May 23 through 27—will have the opportunity to tour the world in a space of a few minutes, according to General Robert H. Wylie, San Francisco port manager and general chairman of the 1951 World Trade Week.

One of the most extensive travel displays scheduled for the Fair is Canada's. The Canadian government display will occupy over 300 square feet at the showing sponsored by the Chamber and its World Trade Association.

"Colored photographic transparencies vividly portraying beautiful scenes of Canada mountains, plains, rivers, lakes and national parks, and clever wood carvings, combine to illustrate the typical out-of-doors activities in Canada's open spaces," is the sponsor's description of the exhibit.

Harry A. Scott, Canadian Consul General in San Francisco, explained the reason his country is promoting travel so heavily. "Tourist traffic is an important item in the trade between Canada and the United States," he stated.

The San Francisco Fair, with 100 exhibits scheduled to date, is directed toward promoting international trade and is open to the public without charge. It is an annual attraction for thousands of businessmen and buyers from all over the western United States, who this year will come to inspect and purchase needed raw materials as well as hundreds of varieties of manufactured items, according to Wylie.

The conference—an annual affair in San Francisco—this year is sponsored by four prominent organizations of Northern California:

The San Francisco Bay Area Chapter, Public Relations Society of America; the Farm-City Relations Committee; the Central Valley Empire Association, and the San Francisco Chamber of Commerce.

"Sound relations between agriculture and business are vital to our nation's freedom," is the way the fundamental motivation for the get-together of urban-rural elements has been described by John Lawler, general manager of Poultry Producers of Central California and Chairman of the Chamber's Agricultural Committee—this year's Agriculture-Business Conference Chairman.

"This is the premise," he said, "on which a program of continuing good relations between farmers and businessmen of this area is being built, constantly, through the efforts of men represented by the four organizations sponsoring this year's conference."

W. P. Fuller, III, of W. P. Fuller and Company and acting president of the Chamber, who will officiate at the noon session of the conference, said that the all-day meeting will feature eight individual talks by "Key men of the State," and two panel sessions.

Parr To Build \$2,000,000 Warehouse In South S. F.

Final papers have been signed authorizing construction, to start May 10, of the huge \$2,000,000 government warehouse in South San Francisco by General Warehouse Company, it was reported to the Chamber this week. Fred D. Parr, president of the company, said the building, one of the largest warehouses in northern California, will be built by Barrett & Hilt.

It will distribute roughly three-quarters of a million dollars of government commodities monthly to 321 different ordering offices of Federal agencies in California, Nevada, Arizona, Hawaii, Guam and Samoa.

To be leased to the General Services Administration of the Federal government, the construction, according to Robert B. Bradford, San Francisco GSA Regional Director, "signals an expansion of the agency's activities in line with the defense effort, ushering in a period of greater purchases from small business of the area."

More than 6,000 separate commonly-used items including clothing, furniture, food, hardware and fire equipment will be routed through the new warehouse, according to A. A. Moran, secretary of General Warehouse Company. Occupying almost 20 acres on a site acquired by the Parr Company from the South San Francisco Land and Improvement Company through the Harrigan Weidenmuller Co., the warehouse will have an area of 570,000 square feet. Architects are Ward & Bolles of San Francisco.

Harold K. Cottrill and George A. Wilson of the Federal Public Buildings Service, negotiated the lease in behalf of the United States government. H. C. Maaske, deputy regional director, Federal Supply Service, will supervise the South San Francisco center.

Financing has been arranged with Equitable Life Assurance Society of the United States, through W. M. Holtum, manager, mortgage loan department.

Fred Parr is active in San Francisco civic affairs, operates the Port of Richmond and has pioneered much of the industrial development of the East Bay, according to G. L. Fox, Chamber General Manager.

Mr. Kaehler Tells Los Angeles About The Financial Center Of The West

(Editor's note: Here is a priceless answer, from one of the Chamber's own Directors, to an article recently printed in a Los Angeles newspaper which referred to that southern city as the "financial center of the West." . . . Three cheers for Mr. Kaehler—he said it better than anyone we've heard yet!)

Mr. Robert L. Sandifer, Asst. Financial Editor, Los Angeles Times Dear Bob:

I have read with considerable interest—and amusement—your article in the Mid-winter Number of the Los Angeles Times.

When you were with us on our visit to Los Angeles, I did not get the impression that you had a sense of humor, such as is indicated in your story. I thought you were like all financial editors—factual and to the point.

The title of your article, "Financial Capital of the West," resembles more the caption of a Hollywood publicity agent than

that of a financial editor. BUT it does make a good story!

You of course know that San Francisco is the financial center of the West. That it is the home office of the Federal Reserve Bank for the Twelfth District. That it is the home office of the largest bank in the world, The Bank of America. That the Stock Exchange in San Francisco ranks second only to the consolidated Midwest Stock Exchange among the regional exchanges of the country. You also probably know that the San Francisco Stock Exchange owns its own two-and-three-quarter million dollar building, IN FEE, and in addition has capital of about five thousand dollars per member. These are only a few of the many FIRSTS. Not included is one of the finest harbors in the world, with the latest facilities for loading at Mission Rock, as well as the current conversion program on other docks for modern loading and unloading facilities that will be unequaled by any other port in the world.

If you had said that Los Angeles was first in population, I would not have felt that you were kidding, because as you know San Francisco is limited in this respect by its fifty square mile area. You doubtless know that one can drive from the Civic Center to the county line, south, east, north or west, within a period of ten or fifteen minutes. But were it not for this fact and we had a larger area in which to house our people, there is no doubt in my mind that half the population in Los Angeles would move to San Francisco, where we have exhilarating sea breezes, some fog, but no SMOG.

Maybe you did not know all these things. And possibly you have never been in San Francisco. If such be the case, please do come up and let us show you around.

...Best personal regards, and hope we meet again soon.

Sincerely,
(Sgd.) Ronald E. Kaehler, President,
San Francisco Stock Exchange

Business in Defense

NEW NATIONAL PRODUCTION AUTHORITY ORDERS

A brief summary of new orders recently issued by the National Production Authority is outlined below. Complete texts of these regulations are on file at the Chamber of Commerce Industrial Department. Limited copies are available for distribution on request.

NPA Order M-50, ELECTRIC UTILITIES, dated April 9, 1951.

This order provides rules of special application to the procurement and use of materials by electric utilities.

NPA Order M-51, GLASS CONTAINERS; SIMPLIFICATION AND USE, dated March 31, 1951.

The purpose of this order is to increase the supply of glass containers for packaging by limiting the manufacture and use of glass containers to designs in existence or to simplified designs of glass containers which are from time to time included in a schedule to be issued under this order.

NPA Order M-52, MOLYBDENUM-BEARING STEELS; PRODUCTION, dated March 31, 1951.

The purpose of this order is to conserve molybdenum, which is in short supply, by reducing and limiting the molybdenum content of stainless steels to 2.5 per cent maximum by weight.

NPA Order M-53, COTTON DUCK, dated March 31, 1951.

This order applies particularly to producers of cotton duck and provides rules for placing, accepting, and scheduling rated orders for cotton duck. It also places restrictions upon the operation of looms. This order supplements NPA Reg. 2, as amended.

NPA Order M-54, PLATINUM, dated March 31, 1951.

This order restricts platinum deliveries to dealers, refiners, distributors, processors and consumers, prohibits the use of platinum and platinum alloys in jewelry and other items, places restrictions on the sale and delivery of scrap, prohibits delivery of platinum to processors having more than a specified amount of scrap, and limits processors' and consumers' inventories of platinum.

NPA Order M-55, FARM EQUIPMENT, dated March 31, 1951.

This order authorizes producers of farm equipment to apply a rating to obtain delivery of materials for June 1951 from their regular suppliers.

AMENDED ORDERS

Since March 1, the following previously-issued NPA orders have been amended. Amended texts are available at the Chamber's Industrial Department.

NPA Order M-1, IRON AND STEEL, amended April 6, 1951.

NPA Order M-2, RUBBER, amended April 6, 1951.

NPA Order M-3, COLUMBIUM AND TANTALUM-BEARING STEELS—PRODUCTION AND USE, amended 4/6/51.

(To be continued next week.)

Eloesser-Heynemann Co. Celebrates 100 Years

The manufacturers of Can't Bust 'Em work clothes—the Eloesser-Heynemann Co.—really have "something to crow about" this week with the celebration of the firm's 100th anniversary.

Mayor Elmer E. Robinson, acting Chamber President W. P. Fuller, III and other city and Chamber officials will gather at noon tomorrow to take part in centennial ceremonies that will include presentation of the Chamber's 100 Year Certificate and the unveiling of a giant rooster which actually crows on cue.

The rooster and phrase, "Something to crow about," are company trademarks.

Julian F. Littman, sales and advertising manager of Eloesser-Heynemann Co., will take the occasion to thank the firm's employees for their loyalty and cooperation.

"They have helped, in no small degree, to build our business," he said.

Can't Bust 'Em is said to be the first work-clothes organization to manufacture College Corduroy Pants, one of the first to produce collar attached shirts; and manufactures Frisko Jeans, a garment distributed in most sections of the United States.

—Second Century of Progress—

Chamber Seeks Restoration Of Customs Budget Cut

The Chamber this week sought restoration of \$1,475,000 cut from the appropriation of the Treasury Department's Bureau of Customs.

Pointing out that the budget drop would impair the efficient operation of the Customs Service, the Chamber held up for review recent surveys showing substantial increases in the volume of the work performed by the governmental agency.

The budget as it now stands at \$36,850,000 is only equal to the amount which had been appropriated for the current fiscal year.

In view of the fact that the Customs Bureau must provide mandatory pay increases to its personnel, the Chamber declared that the amount was an actual reduction in the Bureau's budget for the 1952 fiscal period.

Victor B. Smith, World Trade Association President, in asking the Chamber's Board for aid in the situation, said, "With regard to its general customs activities as they affect foreign trade, the increase in activities during the past year have been tremendous and the Service should not be hampered by insufficient personnel."

Hitting The HIGH SPOTS

With Walt Brown

The San Francisco Stock Exchange—one of the good reasons why S.F. is the West's financial center—has hit another bull's eye with a handy, thorough booklet familiarizing the laymen with securities. Called "Let's Look at Stocks and Bonds," the pocket-sized production is available at the Exchange and member houses . . . **Pacific Gas & Electric's** \$86,000,000 power project, announced Monday, provides for four 125,000-kilowatt generating units which together could supply a city of more than a million inhabitants. It extends P.G.&E.'s postwar expansion program into 1954 and brings the company's investment in new facilities to more than one billion dollars . . .

"Salute To San Francisco" is the theme of the 14th annual Spring Civic Luncheon of the Women's Chamber of Commerce, to be held next Wednesday noon at the Palace. Represented will be city, state and Federal officials and Bay Area civic, commercial and cultural leaders . . . **Mayor Elmer E. Robinson** may be swamped next week—it's "Write A Letter To The Mayor Week," by his own proclamation . . . **Jade Snow Wong**, owner of a local ceramics plant, Mills College graduate, and author of a current best-seller, "The Fifth Chinese Daughter," has an interesting article in the current Holiday Magazine, "Chinese Cooking Can Be Wonderful." She takes the reader through marketing, preparation and serving of her featured Chinese meal.

—Second Century of Progress—

Photographers Busy In City-Wide Pic Contest

Amateur photographers are working overtime these days, preparing prints and color slides for a "Pictures of San Francisco Competition," currently being sponsored by local civic and business groups here.

Deadline for the contest which offers prizes valued at over a thousand dollars, is May 7. No limit has been set on the number of photographs or slides which may be entered, nor is there any entry fee.

Requests for full rules and contest entry blanks should be addressed to: San Francisco Contest Committee, Photography Center, 499 Seventh Street, San Francisco 3.

Sponsoring groups for the competition, under direction of the Recreation and Park Department are: San Francisco Chamber of Commerce, San Francisco Convention and Tourist Bureau, San Francisco Junior and Women's Chambers of Commerce, Foto Fan Fare, and Northern California Council of Camera Clubs.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Agriculture-Business Conference To Be Held Tomorrow

With "Teamwork in a World Crisis" as its theme and the Fairmont Hotel as its locale, the 1951 Agriculture-Business Conference will convene here tomorrow morning.

Hundreds of business and farm leaders are expected to attend the all-day sessions of the meet sponsored by the Chamber, the San Francisco Bay Area Chapter of the Public Relations Society of America, the Farm-City Relations Committee and the Central Valley Empire Association.

The Conference's chairman will be John Lawler, San Francisco, General Manager of the Poultry Producers of Central California and Chairman of the Chamber's Agricultural Committee.

John E. Pickett, San Francisco, Editor of "California Farmer," and Chairman of the Farm-City Relations Committee, as chairman of the morning session, will open the conference and define the premise of the gathering—"Sound Relations Between Agriculture and Business are Vital to Our Nation's Freedom."

"The Fight to Preserve American Freedom" is the provocative title chosen by the first speaker for the morning portion of

the meeting—W. B. Camp, Bakersfield, President, W. B. Camp and Sons.

Other speakers and subjects scheduled for the morning are: Rex F. Harlow, Palo Alto, Consultant, Farm-City Relations Committee—"The San Joaquin Valley Project for Farm-City Relations."

J. Russell Kennedy, Bakersfield, General Manager, California Cotton Cooperative Association, Ltd.—"It's Better to Know the Facts."

A. E. Swanson, Fresno, President, Sun-Maid Raisin Growers of California—"Sound Farm-City Relations Begin at the Grass-Roots."

Prior to the luncheon meeting, members of the conference's audience will be invited to join in a brisk question and answer period.

Dr. G. F. MacLeod, Fresno, Technical Vice President of the Sunland Industries, Inc., will act as moderator of the panel

session titled, "Good Neighbors are Made, Not Born."

Joining Dr. MacLeod on the platform will be: Don Maupin, Bakersfield, Secretary-Association; Vern A. Pickrell, Kingsburg, Manager, Kern County Potato Growers Association; Ray Provost, Fresno, Field Manager, Producers Cotton Oil Company; and John Arthur Reynolds, Fresno, General Manager-Secretary, Central Valley Empire Association.

Focal point of the Farm-City meet will be an address by W. Howard Chase, Assistant to the Director of the Office of Defense Mobilization.

Mr. Chase, who is also Director of Public Relations for the General Foods Corporation, New York, and a member of the Executive Committee of the Public Relations Society of America, will speak on the subject, "Mobilization."

The luncheon's chairman will be W. P. Fuller, III, San Francisco, Treasurer of W. P. Fuller & Co. and Acting President of the Chamber.

A fresh view of business relations with agriculture will be the leading subject of the afternoon session of the conference. It

(Continued on page 4, column 1)



W. H. CHASE

'Education-Business Day' Acclaimed Huge Success

"An enlightening experience!"—"Thoroughly enjoyable!"—"Gave me thorough appreciation of education problems."

These were only a few of the positive comments expressed by many of the 500 men and women who visited San Francisco's public and private schools during Education-Business Day last Thursday.

Sponsored by the Chamber and the San Francisco Board of Education, the event "went off like clockwork," according to W. P. Fuller, III, Acting Chamber President.

"The 3,700 school teachers and 80,000 children," Mr. Fuller said, "certainly made us feel at home and their attitudes illustrated that we have nothing to fear in passing our business responsibilities and duties on to the future generations of Americans if our San Francisco school system is an example of the national scheme of things."

According to Louis B. Lundborg, Vice-President of the Bank of America and Chairman of the program's Executive Committee, the business executives, in groups of three to 50, watched classrooms in action, saw samples of students' work and eye-witnessed modern methods and problems of instruction.

Program chairman for the day was J. A. Rennick, of A. A. Brown Company.

World Trade Group To Host Ceylonese Ambassador

Mr. G. C. S. Corea, Ambassador of Ceylon to the United States, was a guest of the Chamber's World Trade Association yesterday on the occasion of his first visit to the Pacific Coast to study commercial and economic developments.

Here on a two-day stop which ended last night, Mr. Corea addressed the organization of world traders in a "Review of Economic Developments in Ceylon."

For a ten-year period, 1936-46, Mr. Corea served as Ceylon's Minister for Labor, Industry and Commerce.

Victor D. Smith, president of the Association, said, "His period as Minister was marked by progressive labor and commercial legislation, by the creation of a Department of Industries and by the establishment in Ceylon of ten big industries."

In 1946, Mr. Corea resigned his post of Minister and was appointed the Ceylon Government representative in London. In this capacity he attended various international conferences, including the Geneva and Havana Trade Conferences, the Rubber Study Group, and others.



G. C. S. COREA

Chamber To Buy Calf For Jr. Grand Natl. Winner

Any day, now, the Chamber will purchase a feeder calf.

It will be for young Bill Rossi of Moss Beach, San Mateo County winner of last month's Junior Grand National Calf Scramble, sponsored by the San Francisco Junior Chamber of Commerce.

Bill, a member of the Montara 4-H Club, was one of 28 such boys and girls who competed in the annual event designed to enhance farm-city relations and at the same time provide practical experience in livestock raising for "farmers and ranchers of tomorrow."

The Chamber donated, as one of the winning awards, \$125 to young Rossi toward the purchase of a feeder calf or pig. Rossi chose a calf and is now searching the ranches of San Mateo County for just the animal he wants.

As soon as he finds it, Bill will embark on a period of feeding and caring for the animal which will culminate in his entering the calf in next year's Junior Grand National—for exhibition and selling.

Thus, the youthful rancher is afforded both the experience of raising the animal and a chance to make a good profit.

In the meantime, Bill is to keep the Chamber—his sponsor—informed of his progress in the caring and feeding. J. W. Mailliard, III is project chairman.

Chamber Group To Sit In On Legislative Sessions

With a view to becoming better informed on legislation that has a direct bearing on maritime and world trade matters, members of the Chamber's World Trade Association left this morning for their annual tour of the State Capital at Sacramento.

The visit includes: attendance at Senate and Assembly sessions, luncheon with legislative members of the 12 Bay Area counties, and tours of the Sacramento-Yolo Port site and the mill of the Rice Growers Association of California.

The group will travel to and from Sacramento on special Southern Pacific cars. Other Bay Area organizations joining in the tour are the World Trade and Maritime Committees of the Bay Area Council and the World Trade Club of Oakland.

— Second Century of Progress —

Merchant Marine Library

Merchant seamen are looking to San Francisco citizens for help in whiling away their leisure hours at sea, according to Mary Brown Hunter, manager of the San Francisco branch of the American Merchant Marine Library Association.

Last year close to 185,000 books and magazines were delivered to merchant seamen aboard 878 ships making port calls here, Miss Hunter revealed.

"Books, and more books," she said, "are what seamen need. Within the city limits of San Francisco, the library's truck will make pick-ups, if called at Garfield 1-8695."

"If only 10 per cent of the unused books and magazines on Bay Area shelves were delivered to the library," Miss Hunter continued, "many other ships and men could be serviced."

Servicemen in Korea and Japan, Coast Guard cutter crews, lighthouse keepers and lighthouse crews are also serviced by the library association, which has its local office at 105 The Embarcadero, San Francisco.

— Second Century of Progress —

Building Up, Costs Down, Labor Department Reports

Encouraging news reached the Chamber this week from the United States Department of Labor.

Building material prices in the San Francisco-Oakland Metropolitan area were virtually unchanged between February 15 and March 15, according to Max D. Kossoris, Director of the Western Region of the Department's Bureau of Labor Statistics.

Prices of some items, notably those in the mason's supplies group, have shown no change since last November, although in the Department's opinion, the price freeze was the major factor in the stabilization of prices.

Kossoris also reported that homebuilders in the area set a new record for February by starting 2330 new permanent non-farm dwelling units.

This is in contrast to the national homebuilding picture, where a significant dip in building occurred during the same month.

February figures were more than 20 per cent above those for the same period last year and about 18 per cent higher than the total for January.

Zone Ranks High With European Experts

Local world traders have been equipped with a positive evaluation of San Francisco's Foreign Trade Zone as the result of a visit here by a group of European trade experts from seven Marshall Plan countries.

After tours of five of this country's six trade zones, the trade authorities concluded that San Francisco's was "most useful," and in terms of its goods-turnover, handles an impressive volume and variety.

They also volunteered the information that San Francisco's "free port" is the most serviceable for use by foreign shippers due to its convenience and proximity to the Customhouse and to the area's financial and industrial centers.

The touring traders who have since returned to their home countries, also noted that the local Zone has a greater variety of goods being stored, awaiting transshipment or processing, free of the usual custom duties and regulations.

(During the fiscal year ending June 30, 1950, the local trade site handled 186 different commodities from 46 countries.)

Before giving their evaluation of the Zone, the foreign visitors studied many of the processing and manipulations of imported merchandise, including: cutting of silk goods; sorting and preparing for entry, chinaware and figurines from Europe; unpacking and segregating flatware and

dishes from Scandinavia; inspecting imported glassware and the first shipment of Dutch antiques; inspecting tartaric acid.

The trade experts formed a team which visited the United States under the sponsorship of the Economic Cooperation Administration with the cooperation of the United States Department of Commerce.

San Francisco's key role as shipping, communication and financial center of the West, as well as the area's phenomenal growth, was "clearly seen" by the team. Their chairman, Jean Seydoux, French wine exporter, stated that there could be no doubt of the need by European shippers of a separate marketing organization here in place of the traditional emphasis on a single New York distributor to handle this market.

During their local stay, they were hosted by the Board of State Harbor Commissioners, which is responsible for the Zone's operation, and the San Francisco Chamber of Commerce.

They also took part in a round table discussion at the International Banking Department of the Bank of America, and were guests at a luncheon given by the Chamber's World Trade Association.

Countries represented on the team included: Denmark, France, Germany, Greece, Italy, Netherlands and Sweden.

Western Summer Market At S.F. Merchandise Mart

Through its Domestic Trade Department, the Chamber will invite thousands of interested Western States retailers to San Francisco's Western Summer Market to be held here July 16 through July 20.

Frank K. Runyan, President of the Western Merchandise Mart, in announcing the week, said:

"Since today's rapid changes in supply, price and consumer buying present real problems to every home goods retailer, the theme of this year's Market will be 'Profit Through Change.'"

According to Carroll A. Snyder, Domestic Trade Department Manager, it is hoped that during the five-day Market the retailer will investigate and fully utilize the vast resources of the "Mart" to discover the greater opportunities for profit and service which have come about through current market changes.

— Second Century of Progress —

Women's Chamber Host At Annual Spring Luncheon

J. W. Mailliard, III, Chamber Vice-President, presented greetings on behalf of his organization to the San Francisco Women's Chamber of Commerce on the occasion of its 14th Annual Spring Civic Luncheon yesterday at the Palace Hotel.

In his remarks, Mr. Mailliard emphasized that as a representative of the Chamber with a membership composed largely of businessmen, it was an unusual privilege to appear on the program of the Women's Chamber of Commerce.

Principal speaker of the day was Mayor Elmer E. Robinson.

Cushing To Speak At Meet Of S.F. Port Groups

Eventual solution of current port and transportation problems will be considered tomorrow at a joint luncheon-meeting of the Chamber's World Trade Association and the Western Transportation Council to be held at the Fairmont Hotel here.

Featured speaker and discussion period chairman will be John E. Cushing, Regional Chairman of the Council and Chairman of the Chamber's Port Promotion Committee.

Other organizations invited to attend the meeting are: the Bay Area Council's Maritime and World Trade Committees; California Manufacturers Association—Freight Traffic Committee; Foreign Credit Chapter, Credit Managers' Association; Oakland World Trade Club; Pacific Coast Customs and Freight Brokers Association and the Port's Traffic & Service Association, Inc., for Central California.

— Second Century of Progress —

S.F. Naval Shipyard Display

San Francisco Naval Shipyard's manpower needs are being graphically illustrated through a series of Flood Building window displays titled, "Your Neighbor is There."

Utilizing approximately 87 feet of window space at the corner of Powell and Market Streets, a striking array of photographs and equipment calls attention to the Yard's need for all types of engineers, inside machinists, radio mechanics, electronics mechanics, electricians, sheetmetal workers and shipfitters.

At present, the Shipyard—San Francisco's largest single industrial plant—employs 10,000.

You and the FBI

AN IMPORTANT STATEMENT FROM J. EDGAR HOOVER, DIRECTOR, FEDERAL BUREAU OF INVESTIGATION

(Reprinted by the San Francisco Chamber of Commerce in cooperation with the Federal Bureau of Investigation and in furtherance of a nationwide citizens' drive against subversive elements instigated by the "Seven-Point Committee" of Buffalo, New York.)

The President of the United States in restating the responsibilities of the Federal Bureau of Investigation has called upon all law enforcement officers, patriotic organizations and *individuals* to report information pertaining to espionage, sabotage and subversive activities to the FBI. With the above in mind the following suggestions are being made:

1. The FBI is as near to you as your telephone. The first page of every telephone book in the country lists the nearest office of the FBI. You can communicate with the FBI by telephone, letter or call at our nearest office.

2. IF YOU have any information on sabotage, espionage, or subversive activities, contact the FBI. Furnish all the facts in your possession. Many times a small bit of information has helped complete the data we are seeking.

3. FACTS are what the FBI is interested in receiving; we are not interested in what a person THINKS but what he DOES to undermine our internal security. AVOID reporting malicious gossip or idle rumors.

4. DO NOT circulate rumors about subversive activities, or draw conclusions from information you furnish the FBI. The data you possess might be incomplete or only partially accurate. By drawing conclusions based on insufficient evidence grave injustices might result to innocent persons.

5. ONCE you have reported your information to the FBI do not endeavor to make private investigations.

This can best be done by trained investigators who have access to data acquired over the years on individuals engaged in subversive activities. Investigations involving internal security require care and painstaking effort. Hysteria, witch-hunts and vigilantes weaken internal security. We all can contribute to our internal security by protecting the innocent as well as by identifying the enemies within our midst. In cases involving espionage it is more important to identify spies, their contacts, sources of information, and methods of communications than to make immediate arrests.

6. BE ALERT. The greatest defenders against sabotage are the loyal American workmen who are producing the materials and weapons for our defense. They can be the "watch dogs" of defense in every walk of life.

7. THE FORCES which are most anxious to weaken our internal security are not always easy to identify. Communists have been trained in deceit and secretly work toward the day when they hope to replace our American way of life with a Communist dictatorship. They utilize cleverly camouflaged movements, such as some peace groups and civil rights organizations, to achieve their sinister purposes. While they as individuals are difficult to identify, the Communist Party line is clear. Its first concern is the advancement of Soviet Russia and the godless Communist cause. It is important to learn to know the enemies of the American way of life.

(Authorization to print the above came to Bay Region Business this week direct from J. Edgar Hoover, Director, Federal Bureau of Investigation, Washington, D. C. and was commended by the local Special Agent with whom contacts from this area should be made—Harry M. Kimball, San Francisco Division, F.B.I., 422 Federal Office Building, Civic Center.)

DON'T REPEAT RUMORS—THEY HELP THE FIFTH COLUMN—REPORT THEM

Business in Defense

San Francisco Bay Area business firms wishing to become Army suppliers will soon have three new sample and display procurement information centers to aid them, according to an announcement by the Department of Defense, Washington, D. C.

Part of an addition of 34 such centers in 16 states, the Bay Region locations will be as follows:

Chemical Procurement: San Francisco Chemical Procurement District, Building 1, Wing 3, Oakland Army Base, Oakland;

Engineer Procurement: District Engineer, 180 New Montgomery St., San Francisco;

Ordinance Procurement: Commanding Officer, Oakland Army Base, Oakland.

Businessmen may, at these centers, see plans and specifications of what is needed in these fields both from prime contractors and subcontractors; and may place their firms on bidders' lists for items which they can produce.

Agriculture-Business Day

(Continued from page 1)

will be presented by the chairman of that part of the program, Brooks Darlington, San Francisco, President of the San Francisco Bay Area Chapter of the Public Relations Society of America.

"An Oil Company Looks At Its Rural Relations," is the subject matter chosen by G. Stewart Brown, Manager of the Public Relations Department of the Standard Oil Company of California.

Business will be warned that it must get together with agriculture—"or else"—by the author of "Public Relations in the Local Community," Louis B. Lundborg.

"You Can't Buy, You've Got to Earn, Good Public Relations," is the title of the address by Mr. Lundborg, Vice President of the Bank of America in San Francisco.

Other leading features of the afternoon session of the meet will be: "We 'Go to Town,' by Going to the Country"—Vern Redman, Fresno, Sales Manager, Pacific Gas and Electric Company in the San Joaquin Valley, and "The Road Ahead"—Milton Fairman, New York, Director of Public Relations for the Borden Company.

The day-long conference will close with a panel discussion, "Public Relations For Survival," headed by Lloyd E. Graybiel, San Francisco, Vice President of the American Trust Company.

Panel members include: Glen Brockway, San Francisco, Regional Director of the Bureau of Employment Security of the United States Department of Labor; G. L. Fox, General Manager of the Chamber; and M. A. Clevinger, Executive Vice-President, Canners' League of California.

The morning and afternoon sessions of the conference will be held in the Terrace Room of the Fairmont Hotel, while the luncheon meeting will convene in the Gold Room.

Reservations may still be made by calling EXbrook 2-4511.

Westlake Project Serves Regional Housing Need

Enthusiastic public appraisal last week of the Town and Country Club apartments at Henry Doelger's Westlake tract and heavy buying this week at the opening of the huge grocery store there, furnish additional proof that it pays to build in the path of population trends.

The two recent developments in the \$140 million project that has risen dramatically from 1000 hump-backed acres of former truck-gardening fields, are the latest manifestations of a builder's dream that has turned to reality and provided new housing for thousands of San Franciscans where many said it couldn't be done.

Just outside the city limits, in San Mateo County, on the rolling hills and valley north and south of the Alemany Blvd. extension (State Highway 56), the Westlake tract stretches from Junipero Serra Blvd. westward almost to the ocean. Purchased from an old Spanish family and shorn of its artichokes and cabbages, the land measures some four miles long by a mile and a half wide.

Starting in 1949, Doelger invested \$450,000 in road building equipment to move more than 10 million cubic yards of earth in one of the largest grading projects ever to take place in this area.

Ground was plotted for 7,000 homes,

averaging in typical San Francisco fashion a 33 to 44 foot frontage and a depth of 100 feet.

To date, close to 1,000 of these homes have been built and are occupied, 200 are under construction, and the balance of from five to six thousand are scheduled to be completed within approximately five years.

National Real Estate and Building Journal cites Doelger as the largest single buyer of lumber on the West Coast—a record he established when he contracted for 84 million board feet of rough lumber for the Westlake homes.

"This combination of quantity buying and timing in his own mill contributed a saving of \$10 per thousand feet toward low-cost, high-value homes," the magazine reported.

Chamber General Manager G. L. Fox this week pointed to the Doelger development as significant in the southward expansion of San Francisco's population.

"Additional housing facilities for the city's ever-expanding population are vitally important and necessary," he said.

"A project such as Westlake is a tribute not only to the ability of this area to supply low-cost homes for its people, but a credit to the entire building industry."

Hitting The HIGH SPOTS

With Walt Brown

Here's thanks to the Islam Temple Shrine and the Bank of California from Chamber Officers and Staff Executives who enjoyed a fine luncheon and program last week at "Chamber of Commerce Day at the Shrine Luncheon Club." Among those highly appreciative are Bill Kirkpatrick of the Membership Department, who was chairman of the Shrine Prize Committee; and "Chamber Maids" Betty Drott, Nancy Henry and Jean Bronson of the Chamber staff...

First "Firm Night" of the year was held recently by the S.F. Chapter of Executives' Secretaries, Inc., at the Sir Francis Drake Hotel, under sponsorship of Mrs. Dorothy Whitten of Thomas J. Lipton, Inc. Speakers were M. M. Riddle, the firm's Western Division mgr., and E. H. Harder, plant mgr. Tom Moss conducted the group on a tour of the Lipton Tea plant afterward...

"Ready or not—Here we come!" say four G.I.'s of the 17th RCT, in a six-word letter to "Whom it may concern," addressed to the Chamber from Korea. Yep, that's all it said...those boys are REALLY exuberant!...

Buffalo Groups Head Up Citizen Drive To Help FBI

On page three of this week's BAY REGION BUSINESS, J. Edgar Hoover, director of the Federal Bureau of Investigation lists seven points for Chamber members so that they may help alert thoughtful citizens to assist the Bureau in its vital work.

The points were first publicized when Mr. Hoover forwarded them to the Buffalo Chamber of Commerce, and "The Seven-Point Committee" was formed in that city to work for the program's fulfillment. The Committee's goal is to assist the FBI in its work against subversive elements and at the same time to discourage "reckless witch-hunting."

In a letter to the editor of BAY REGION BUSINESS, Wade Stevenson, President of the Buffalo Chamber, urged the formation of such committees throughout the nation.

Interested individuals may obtain further information by writing to Mr. Stevenson, Buffalo Chamber of Commerce, Buffalo 2, New York.

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SAN FRANCISCO CHAMBER OF COMMERCE

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San Francisco Business Activity Continues Steady Rise

Monthly Report by the Research Department

Business activity in San Francisco during the first quarter of 1951 operated at a new high level with our Index averaging 19.2% above the similar period last year. All evidence points to continued activity at unprecedented heights for some time, due to increased demands on production resources to meet defense needs.

San Francisco first-quarter financial transactions, retail trade, employment, freight, air and waterborne traffic soared. Industrial production evidenced by consumption of electrical energy, gas and water was far above last year.

CONSTRUCTION AND REAL ESTATE

Total construction value during the first quarter in San Francisco amounted to \$16 million and nearly equalled that of the first quarter of last year as the gains in non-residential construction offset the declines in residential value. First-quarter number of real estate deeds recorded reflected the trend in number of building permits as did the number of mortgages and deeds of trust; but the mortgage dollar amount was up 19% or nearly \$7 million over the same period last year.

FINANCE

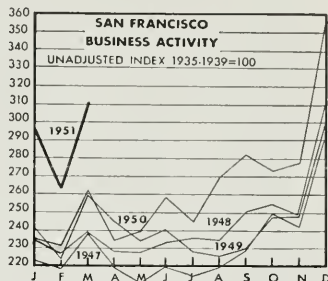
San Francisco bank debits broke into a new all-time high in March and carried the first quarter total to \$8.8 billion or \$1.7 billion above last year. Postal receipts amounted to \$7.2 million and were up \$2.1 million for the quarter. First quarter Stock Exchange transactions of 5.6 million shares with market value of \$72 million soared 51% in number of shares and 22% in market value over the same period a year ago. Commercial failures during the first quarter were down one-third.

TRADE

Retail department store quarterly sales in San Francisco were up 18%, with San Francisco independent store sales for the first two months (latest available) up 16%; and Pacific Coast Wholesale sales for the two months (latest) up 53%.

EMPLOYMENT

First-quarter employment placements by San Francisco offices of the California State Employment Service total 10,293 persons and more than doubled the number placed during similar period last year; approximately one-third were commercial and two-thirds industrial placements. At the



end of March, San Francisco offices of the C.S.E.S. reported 2,533 unfilled job openings in San Francisco. There were heavy demands for qualified and experienced workers in the engineering field, and hard-to-fill skilled occupations with critical shortage of chemical engineers, general electrical and mechanical engineers, machinists and auto mechanics.

(Continued on Page 4, Column 1)

First New Zealand Ambassador To United States Will Speak At Chamber Joint Luncheon Next Week

New Zealand's first Ambassador to the United States, Sir Carl Berendsen, will address a luncheon meeting of the Chamber's World Trade Association next Wednesday, May 9, in the Nob Hill Room of the Fairmont Hotel.

In a speech titled, "The World of Today and Tomorrow," Mr. Berendsen will outline the objective of New Zealand in the current world situation.

Groups Take First Action In Proposed Traffic Plan

In the first major move stemming from a ten-point "stop gap" traffic program—recently urged by the Chamber, the Down Town Association and the Central Council of Civic Clubs—city officials and departments concerned with the control of traffic have been invited by the three groups to attend meetings designed to "find immediate answers to the city's downtown congestion."

Commenting on the action, Mayor Elmer E. Robinson said, "I am happy to find these representative organizations interesting themselves in cooperating with the city administration in an effort to improve our traffic situation."

The city's Parking Authority will be the first department to meet at the Chamber with the group.

He has served as New Zealand's Secretary of External Affairs, Permanent Head of the Prime Minister's Department, Secretary to the War Cabinet during the war, and was appointed in 1944 as Envoy to Washington.

When the legation was raised to embassy status in December, 1948, he became Ambassador.

The Foreign Credit Chapter of the Credit Managers Association and the Chamber will join the trade association in sponsorship of the event.

Reservations may be made by telephoning the Chamber, EXbrook 2-4511, Extension 46.



SIR CARL BERENDSEN

Industry Expansion Sets New Records

Continuing its record pace, industrial growth in the San Francisco Bay Region more than trebled February's record to reach a total investment of over 13 million dollars for the single month of March, according to a survey just completed by the Chamber's Industrial Department.

Furthermore, according to the report, a total of \$30,333,700 for the first calendar quarter of 1951 is almost a three-fold increase over the \$10,783,470 reported for the 12-county area for the first quarter of 1950.

Twelve new plants representing \$6,510,000 and 45 expansions of existing facilities costing \$6,591,300 contributed to the total of \$13,100,300 in Bay Region development for March.

In San Francisco, four new plants and seven expansions shared \$229,000 of this investment.

For all of Northern California, industrial growth for March reached \$16,223,300.

(Continued on Page 4, Column 2)

Survey of Business Conditions in San Francisco

March, 1951

BRANCH OF ACTIVITY	MARCH 1951	MARCH 1950	PER CENT CHANGE	THREE MONTHS 1951	THREE MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1)						
S. F. C. of C. Index 1935-39 Avg. = 100	310.2	261.4	18.7	289.2	242.7	19.2
CONSTRUCTION PERMITS (2)						
Total	(number) 817	1,013	19.3	2,189	2,285	-4.2
Residential, New	(value) 6,984,202	5,799,321	19.7	16,020,239	16,297,771	-1.7
Dwelling Units	(number) 193	308	-37.3	502	634	-20.8
Single-family Units—New	(value) 2,138,100	3,184,162	-32.9	5,708,987	10,239,987	-44.2
Two-family Units, New	(number) 212	401	-47.1	618	840	-26.4
Multi-family Units, New	(number) 182	280	-35.0	461	580	-20.5
Non-Residential, New	(number) 14	38	-63.2	42	76	-44.7
Additions, Alterations and Repairs	(number) 24	23	4.3	59	58	1.7
Housekeeping Dwellings	(value) 1,719,970	1,034,830	66.2	4,667,920	2,669,423	74.9
Residential—Non-housekeeping	(value) 600	682	-12.2	1,583	1,583	0.0
Non-residential	(amount) 3,085,132	1,580,529	95.2	5,643,937	3,358,341	68.0
Housekeeping Dwellings	(amount) 348,862	397,419	-12.2	1,024,583	896,673	14.3
Residential—Non-housekeeping	(amount) 6,500	78,095	-93.0	96,829	331,150	-70.8
Non-residential	(amount) 2,465,870	1,105,015	123.2	4,258,025	1,420,591	199.6
REAL ESTATE (3)						
Deeds Recorded	(number) 1,995	2,207	-9.6	5,352	5,604	-4.5
Mortgages and Deeds of Trust	(number) 1,669	1,695	-1.5	4,349	4,366	-0.4
	(amount) 15,857,237	13,360,474	18.7	40,701,412	33,961,097	19.8
RETAIL DEPT. STORE SALES (4)						
San Francisco	(Index) 269	243	10.7	270	228	18.4
FINANCE						
Bank Debits (4)	(\$000) 3,281,076	2,661,615	23.3	8,829,742	7,150,258	23.5
Bank Clearings (5)	(\$000) 2,489,166	1,811,932	37.4	6,759,940	5,004,636	33.1
Postal Receipts (6)	(\$) 2,380,479</td <td>2,021,231</td> <td>17.8</td> <td>7,222,938</td> <td>5,173,642</td> <td>39.6</td>	2,021,231	17.8	7,222,938	5,173,642	39.6
S. F. Stock Exchange (7)	(shares traded) 2,647,023	1,863,501	41.8	6,654,486	3,751,221	50.7
	(market value \$) 18,632,221	21,935,696	-15.1	71,999,393	38,953,202	22.1
COMMERCIAL FAILURES (8)						
Liabilities	(number) 10	14	-28.7	25	39	-35.9
Assets	(\$) 347,901</td <td>247,689</td> <td>40.5</td> <td>509,050</td> <td>908,226</td> <td>-43.8</td>	247,689	40.5	509,050	908,226	-43.8
	(\$) 151,900</td <td>142,760</td> <td>6.4</td> <td>223,340</td> <td>498,777</td> <td>-55.2</td>	142,760	6.4	223,340	498,777	-55.2
MFG. INDUSTRIES—EMPLOYMENT						
SAN FRANCISCO (4 Counties) (9)						
Employment	(number) 175,000(a)	149,300(a)	17.3	173,000(b)	148,700(b)	16.3
Average Weekly Earnings	(amount \$) 71.05(a)	64.56(a)	9.4	70.58(b)	63.47(b)	11.2
NON-MFG. INDUSTRIES (4 Counties) (9)						
Laboring, Cleaning, Dyeing (avg. wky. earnings \$)	47.84(a)	47.75(a)	0.2	47.80(b)	47.54(b)	0.5
Wholesale Trade (avg. wky. earnings \$)	70.40(a)	65.72(a)	7.1	71.61(b)	66.46(b)	7.7
Retail Trade (avg. wky. earnings \$)	54.86(a)	52.03(a)	5.4	55.34(b)	52.34(b)	6.9
Hotels (avg. wky. earnings \$)	43.92(a)	41.46(a)	5.9	43.52(b)	41.33(b)	5.3
PLACEMENTS IN S. F. (10)						
Commercial	(total) 3,422	1,715	99.5	10,293	4,873	111.2
All Other	(number) 1,327	521	154.7	3,684	1,631	125.9
	(number) 2,095	1,194	75.5	6,609	3,242	100.8
TRANSPORTATION						
Freight Car Movements (11)	(number) 19,152	15,233	25.7	49,927	39,949	25.0
S. F. Airport Traffic (12)						
Planes In and Out	(number) 8,402	6,409	31.1	22,106	19,102	15.7
Passengers On and Off	(number) 57,810	40,518	42.7	153,066	110,920	39.8
Passengers On	(number) 62,756	40,839	53.6	157,783	109,219	44.5
Express Shipments (13) Rail	(number) 133,882	162,822(r)	-18.9	368,222	441,575	-18.7
Air	(number) 19,403	18,500	5.4	54,883	50,501	8.7
Air Mail Loaded and Unloaded (12)	(lbs.) 2,332,733	1,229,016	89.8	6,242,608	3,475,727	79.6
Air Express Loaded and Unloaded (12)	(lbs.) 618,280	540,360	14.4	1,674,229	1,482,839	12.9
Air Freight Loaded and Unloaded (12)	(lbs.) 3,111,486	2,257,489	37.8	8,671,511	6,037,493	42.7
WATERBORNE COMMERCE (Bay Region)						
Vessel Arrivals with Cargo (14)	(number) 363	306	18.6	1,062	900	18.0
(net registered tons) 1,710,914	1,450,086	18.3	5,073,423	4,368,909	16.1	
Vessel Departures with Cargo	(number) 401	311	28.9	1,102	903	22.0
(net registered tons) 1,923,190	1,473,442	30.5	5,269,954	4,375,304	20.4	
Imports—Value (15)	(millions of dollars) 628,415	469,325	31.0	1,713,431	1,496,836	14.5
S. F. PORT—REVENUE TONS (22)						
	(number) 628,415	469,325	31.0	1,713,431	1,496,836	14.5
UTILITIES						
Electric Energy Sales Index (16)	(k. w. hrs.) 245	224	9.4	248	234	6.0
Industrial and Commercial Gas Sales (16)	(cu. ft.) 1,462,066,600	1,318,042,000	10.9	4,388,814,200	3,857,733,000	14.0
Water Consumption—Residential (17)	(cu. ft.) 97,968,300	99,640,000	-1.7	294,037,000	303,633,000	-3.2
Commercial and Industrial	(cu. ft.) 156,218,000	150,037,000	4.1	463,123,000	448,859,000	3.6
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (1)	(number) 795	946	-16.0	1,738	1,910	-8.0
Bay Bridge Vehicle Insurance Crossings (18)	(number) 2,535,312	2,356,539	8.5	7,133,304	6,551,689	8.9
Golden Gate Bridge Crossings (19)	(number) 847,441	701,064	20.8	2,259,592	1,951,647	13.8
DAIRY RECEIPTS (20)						
Butter	(pounds) 2,130,556	1,911,348	11.5	7,069,504	5,344,430	32.3
Cheese	(pounds) 1,678,416	1,729,942	-3.0	4,572,558	5,729,022	-18.2
Eggs	(cases) 98,278	89,103	10.3	311,852	292,325	23.6
Poultry, Dressed	(pounds) 1,346,528	979,320	37.5	4,430,223	2,917,172	51.9
(cases) 1,810	1,668	8.5	4,958	4,728	4.5	
FRUITS AND VEGETABLES (20)						
(total number) 128,677	145,151	-11.3	381,393	430,561	-11.4	
LIVESTOCK SLAUGHTER (20)						
Cattle	(number) 28,987	31,231	-7.2	91,637	100,557	-9.2
Calves	(number) 7,938	10,766	-26.3	17,507	30,160	-42.0
Sheep and Lambs	(number) 54,266	59,484	-7.0	151,484	168,180	-10.0
Hogs	(number) 37,486	43,669	-14.2	117,835	141,654	-16.9
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food	(Index) 241.7(s)	210.5(s)	14.8			
Apparel	(Index) 191.3	181.9	5.9			
Rent	(Index) 131.9	122.8	7.4			
Fuel, Electricity and Ice	(Index) 92.0	84.5	9.9			
House Furnishings	(Index) 179.1	173.5	3.2			
Miscellaneous	(Index) 173.5	166.9	4.0			
All Items	(Index) 188.7(s)	172.9(s)	9.1			

(a) February (latest); (b) Two months cumulative; (n) Not available; (r) Revised; (s) New series.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance, Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) Marine Exchange, Inc.; (15) Bureau of the Census, U. S. Dept. of Commerce; (16) Pacific Gas & Electric Co.; (17) Water Dept., City and County of San Francisco; (18) Exchange, Inc.; (19) Golden Gate Bridge; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Dept. of Labor; (22) State Board of Harbor Commissioners.

STATESMAN, BUSINESSMAN, HUMANITARIAN . . .

The Honorable Francis P. Matthews

SECRETARY OF THE NAVY

will be

Honored Guest and Principal Speaker

at the



HONORABLE FRANCIS P. MATTHEWS

ARMED FORCES DAY LUNCHEON

FRIDAY, MAY 18, 1951—SAN FRANCISCO COMMERCIAL CLUB

Sponsored by the San Francisco Chamber of Commerce and the Commercial Club

SECRETARY OF THE NAVY FRANCIS P. MATTHEWS has appropriately accepted the speaker's role for San Francisco's observance of "Armed Forces Day"—created last year by Presidential Proclamation to familiarize the public with all of the armed services and with the immediate importance and need for a strong national defense program. Mr. Matthews has given exceptional service to America's naval forces and to his country. His fine executive talents were sharpened by years of experience in the law and banking—his humble and generous manner, by welfare and fraternal work. Since 1941, Mr. Matthews has been a director of the United States

Chamber of Commerce for the Department of Finance; and was Chairman of the Committee on Socialism and Communism of the National Chamber. During the last war, he not only saw that the men and women in navy blue were supplied with the best ships afloat, but also looked to their recreational activities by his instrumental work in the formation of the now famous USO—United Service Organizations. He has served as Secretary of the Navy since May 25, 1949. From 1933 until his appointment as head of our sea service, he acted as Counsel for the Reconstruction Finance Corporation of Nebraska and Wyoming.

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, California

Please reserve _____ place(s) for me at \$2.25 each at the Armed Forces Day Luncheon, Friday, May 18, 1951, in the Commercial Club.

CHECK _____ Name _____
ENCLOSED _____ Firm _____
\$ _____ Address _____

*Please
Make Your
Reservations
EARLY!*

★

Price—\$2.25 a plate
(tax included)

Hitting The HIGH SPOTS

with Walt Brown

Proof that the California Bear Flag sent by the Chamber early this year to Sgt. Robert E. Brizee in Korea was put to good use came recently in the form of a photo of the S.F. Sgt. holding the flag aloft. Donated by J. L. Stuart Mfg. Co., it was sent to Brizee by the Chamber after he wrote that California was not properly represented, banner-wise. That's fixed, now . . . **Charles L. Wheeler**, exec. v.p. of Pope & Talbot, Inc. and a member of the Intl. Development Advisory Bd., spoke on "Favorable Trends In Our Foreign Economic Policy" before the World Trade Assn. and Foreign Credit Chapter, Credit Mgrs. Assn., yesterday. . . **Speaking of Speaking**—so did G. L. Fox, on "San Francisco's Place in the Economic World" at this Mon. night's session of the "Know Your San Francisco" series being held at the Marina Adult School. . . **Oscars** for "outstanding contribution to the S.F. apparel industry" will be presented next Tuesday night, at a Fairmont Hotel dinner, to Paul Bissinger, 1950 Chamber President; Wheelock H. Bingham, president of Macy's; Col. Robert A. Roos, president of Roos Bros.; Lowell Troutman, gen. mdse. mgr., H. C. Copwell Co., Oakland, and I.

March Industry Expansion Sets New Bay Area Record

(Continued from Page 1)

Cumulative totals through March were:

San Francisco			
7 New plants	\$ 77,000	35 Jobs	
19 Expansions	909,700	162 Jobs	
26 Projects	\$ 986,700	197 Jobs	
Bay Region (12 Counties)			
26 New plants	\$ 7,568,500		
127 Expansions	22,765,200		
153 Projects	\$30,333,700		
Northern California (48 Counties)			
31 New plants	\$ 9,056,500		
137 Expansions	27,740,200		
168 Projects	\$36,796,700		

Bud Whiser, president of the California Fashion Creators . . . **Importers** interested in distributing British glazed iron rainwater piping and connections are asked to contact George Sonto—representing British manufacturers—at the British Consulate-General, 310 Sansome St.



SHOWN WELCOMING W. HOWARD CHASE (left), director of public relations for General Foods Corporation, to the speaker's stand at last Friday's Agriculture-Business Conference luncheon session is W. P. Fuller, III, Chamber Acting President. The former Office of Defense Mobilization official was one of nine business, agricultural and public relations leaders of the nation who, throughout the day, delivered major addresses before 250 farmers and businessmen attending the northern California conference at the Fairmont Hotel. Important questions were raised and discussed at two panel sessions. The conference closed amid an abundance of good feeling between urban and rural representatives.

General Business Activity For San Francisco Shows Continued Rise

(Continued from Page 1)

MANUFACTURING

Bay Area manufacturing industry employment for the first two months averaged 173,000 persons or 16% above similar period last year and weekly earnings averaged \$70.58, a gain of 11%.

UTILITIES

In the utilities field, San Francisco first-quarter sales of electrical energy were up 6%; industrial and commercial gas sales 14%; and industrial and commercial water consumption 3.6%.

TRANSPORTATION

In the transportation field, first-quarter freight car movements in San Francisco were up 25%; San Francisco Airport plane traffic rose 16%; passenger traffic 40%; air mail poundage 80%; air express poundage 26%; air freight poundage 43%. There were 1,062 ship arrivals in the San Francisco Bay in the first three months or 18% more than a year ago. San Francisco Port handled 1,713,431 revenue tons during the first quarter, an increase of 15%. Receipts of fruit and vegetable carlots in San Francisco were up 4.5%; butter receipts were up 32%, and receipts of eggs 24%. Vehicle crossings over the San Francisco Bay Bridge for the first quarter were up nearly 9%, and over the Golden Gate Bridge near 16%.

MARCH ACTIVITY

During the month of March, our Business Activity Index attained a new all-time March high of 310.2 and was 18.7% above last March. Construction permits of 817 valued at \$6,943,202 were 19% fewer in number but 20% greater in amount than last year. Total number of dwelling unit

starts were off 47% but the value of new non-residential permits was up 66%. March retail department store sales were 10.7% above last March; bank debits 23.3%; postal receipts 17.8%; shares traded on the San Francisco Stock Exchange rose 9.8%; employment placements of 3,422 were double last March; freight car movements were up 25.7%; planes in and out at San Francisco Airport numbered 8,402 and rose 31%; passengers on and off numbered 120,566, a gain of 48%; air mail poundage off and on 87%; air freight poundage 37.8%. Revenue tons handled by San Francisco Port of 629,415 were 31% above last March. There were 363 cargo vessel arrivals in March or 19% above a year ago. March electrical energy sales rose 9%; industrial and commercial gas sales 11%; commercial and industrial water consumption 4%. Fruit and vegetable receipts in March were up 9%. Bay Bridge traffic rose 9% over last March, and Golden Gate Bridge traffic rose 21%.

COST OF LIVING

The City Worker Family's Budget—estimated cost for 4-person family, based on annual requirements as of October 1950, by the U. S. Department of Labor for San Francisco amounted to \$3808 compared to \$3926 for Washington, D. C.; \$3649 for New

York; \$3745 for Chicago; \$3875 for Houston; \$3808 for Seattle; and \$3789 for Los Angeles.

The U. S. Department of Labor has developed a new Consumer's Price Index for Moderate Income Families for San Francisco. The new series index for March 15, 1951, reached an all-time high of 188.7 compared to the old series index of 189.7 for the same month (1935-1939 = 100 for both series). On the basis of the new series, all items have risen 9.1% since March 1950 but on the basis of the old series, the increase would be 10.1%. The difference between the series is due principally to the different weights assigned to the several items comprising the Indexes. The following table shows the indexes in the Old and New Series with percent changes for each. Commencing with our current "Survey" the statistical tabulation will show only the New Series.

	March 15, 1951		March 15, 1950		Percent Change
	Old Series	New Series	Old Series	New Series	
Food	241.6	241.7	211.6	210.5	14.2 14.8
Apparel	196.0	199.3	181.4	181.4	9.7 9.9
Rent	126.0	131.9	117.3	122.8	7.4 7.4
Fuel, Electricity and Ice	91.6	92.0	84.5	84.5	8.4 8.9
House					
Furnishings	183.2	179.1	159.3	159.3	15.0 12.4
Misc.	174.2	173.5	168.9	166.9	4.1 4.0
All Items	189.7	188.7	172.3	172.9	10.1 9.1

Bay Region Business

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BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Controlled Materials Meeting Set For San Francisco, May 21

Businessmen of Northern California and Nevada have been invited by the Chamber to attend an area-wide Controlled Materials Plan (CMP) meeting to be staged here by the National Production Authority on May 21.

The Chamber is cooperating with John J. Judge, San Francisco regional director of the NPA, U. S. Department of Commerce, in arranging the meeting at which four experts from the Washington NPA staff will tell what is expected of business and industrial firms under the program and afford businessmen their first broad look at CMP.

The plan is one for channeling critical materials to factories working on top priority orders and is due to go into effect July 1.

The four specialists, who will explain the system's operation and application and answer questions of business and industry representatives at the meeting, are:

Hardy Kay, Production Control Staff, Defense Production Authority; Courtney Johnson and Arthur U. Sufrin of the Washington NPA staff, and Captain W. D. Wilkin, USN, military deputy, Office of Priorities and Controls, Munitions Board.

Scheduled for 2 p.m., the meeting will be held in the auditorium of Commerce High School at Hayes and Franklin Streets—made available through the cooperation of the San Francisco Board of Education.

(Continued on Page 4, Column 3)

— Second Century of Progress —

Port Promotion Committee Gets Section Chairmen

An extensive promotion of San Francisco's harbor and port facilities is a step nearer realization with the naming of Section Chairmen for the San Francisco Chamber of Commerce's Port Promotion Committee.

Appointed by John E. Cushing, president of the Oceanic Steamship Company and Chairman of the Committee, the new Sections and their Chairmen are:

Surveys and Reports—Oliver P. Wheeler, Federal Reserve Bank of San Francisco; **Rates and Charges**—Irving F. Lyons, California Packing Corporation; **Traffic Solicitation**—K. C. Tripp, Moore-McCormack Lines, Inc.; **Port Operations**—Charles de B. Haseltine, Pacific Stevedoring & Ballasting Co.; **Facilities and Services**—Fred B. Galbreath, Marine Office of America; **Publicity and Advertising**—Sydney G. Walton, Matson Navigation Company.

Dwight K. Grady, Rosenberg Bros. & Co., is vice chairman of the committee which is staffed by San Francisco Chamber personnel.

Chamber Survey Shows Small Shops Not Operating At Full Capacity

Small manufacturers of San Francisco and the Bay Region are operating at roughly 50 per cent of their production capacity because of a "twilight zone of civilian defense production confusion" now existing, it was revealed this week by the San Francisco Chamber of Commerce.

The alarming situation of partial idleness in over 3,000 shops throughout the area came to light as a result of a survey completed by the Chamber's Industrial Department to bolster its earlier declaration that the region's small manufacturer was suffering from material shortages and "uncertainties" in the defense contracts picture.

This week's survey, according to L. M. Holland, Manager of the organization's Industrial Department, showed not only an average 50 per cent "idleness" among all small shops, but "much more than 50 per cent" in small specialty metal shops, which he said face complete shutdown unless relief is obtained in the form of subcontracting for defense purposes.

On the other hand, he pointed out, there are "healthy" metal plants with employment above 25, engaged in iron and steel casting; brass, bronze and aluminum work; die casting, and machine shop operations, which are operating at up to 100 per cent capacity.

Holland said the California Metal Trades (Continued on Page 4, Column 2)

— Second Century of Progress —

Navy Secretary To Speak At Armed Forces Luncheon

Added meaning will be given to the Chamber's observance of Armed Forces Day by the appearance of Secretary of the Navy Francis P. Matthews at a luncheon to be held in honor of the Navy, Army and Air Force at the Commercial Club on Friday, May 18, according to Chamber President Alan J. Lovrey.

"The Honorable Francis P. Matthews will be an authoritative speaker for San Francisco's observance of Armed Forces Day—created last year by Presidential proclamation to familiarize the public with all of the armed services and with the immediate importance and need for a strong national defense program.

"Secretary Matthews has given exceptional service to America's naval forces and to his country. We feel extremely fortunate that he will be here on Armed Forces Day to join with San Franciscans in reaffirming the principles of strong national defense."

Reservations for the luncheon may be made by writing or telephoning the Chamber, 333 Pine Street, EXbrook 2-4511.



HONORING HAAS BROS. for 100 years of constructive service to San Francisco, Chamber Acting President J. W. Maillard, III (left) is shown here congratulating the firm's president, Samuel Lilienthal, last week, while Chamber General Manager G. L. Fox holds the "Century of Honor" certificate just awarded Mr. Lilienthal. Haas Bros. is active in the wholesale grocery field, is best known for its "Trupak" food lines.

Exhibit Space Filled At 1951 World Trade Fair

All exhibit space at the San Francisco World Trade Fair has been sold, according to Robert H. Wylie, San Francisco Port Manager and World Trade Week Chairman.

In revealing the "sell-out," Wylie added that the Fair, which opens May 23 at the Palace Hotel here, will be the largest such showing in the city's history and will center around almost 100 colorfully decorated booths.

"The Fair this month," Wylie said, "will combine in equal parts the business elements of interest to importers, buyers and others, and a 'travel-vacation' appeal for the general public."

He emphasized that the Fair will be free of admission charges.

In addition to nations and firms that have displayed their goods and services in

(Continued on Page 4, Column 1)

One Hundred New Chamber Members To Be Welcomed At Year's Second 'Assimilation Meet' Monday

Over 100 new members will be formally welcomed into the Chamber when they gather next Monday under the sponsorship of the Second Century Club for the second Assimilation Meet of the year at the Commercial Club.

Patterned along lines established at the first meeting held early in February, the event will include a greeting by Chamber President Alan J. Lowrey, an explanation by G. L. Fox, Chamber General Manager, of the workings of the organization, and a description of how it may be of aid in the daily prosecution of a member's business.

Frederick B. Rice, Loomis Armored Car Service executive and President of the Second Century Club, will preside at the meeting which will be followed by a visit to the Chamber where the new members will have an opportunity to inspect the working facilities of the organization.

"The Chamber's continued growth as pointed up by this meeting," Mr. Lowrey said, "is, we feel, indicative of increased recognition by San Francisco business elements of this organization's place in their individual growth and prosperity."

— Second Century of Progress —

Fashion Week Draws 1,000 From Many Parts Of Nation

The first combined San Francisco-Los Angeles "Fall Fashion Week" was attended by more than 1,000 retailers who traveled here from Florida, New York, Wisconsin, Oklahoma, Alabama and the Western states, according to Charles Fleischman, chairman of the event held May 6-9 at the Palace Hotel.

Highlights were a market-wide fashion show on Monday and an "Oscar" presentation and banquet held Tuesday evening at the Fairmont Hotel.

Wheelock H. Bingham, president, Macy's, San Francisco, and Adrien J. Falk, president, State Chamber of Commerce, addressed the banquet gathering, and Morris Goldman of the Morris Goldman Company presented "Oscars" to community leaders "for their outstanding contributions to the San Francisco apparel industry."

Award recipients were: Paul A. Bissinger, 1950 President, San Francisco Chamber of Commerce; I. Bud Whiser, President, California Fashion Creators; Col. Robert A. Roos, Roos Bros.; Lowell Trautman, General Merchandise Manager, H. C. Capwell Company; and Bingham.

— Second Century of Progress —

Mailing 'Sells' Port Abroad

The advantages of "shipping San Francisco" have once again been publicized throughout the world as a result of an "Overseas Mailing" this week by the Chamber's World Trade Department.

The mailing, one of approximately four each year, went to all commercial centers of the world and contained material pointing up San Francisco's Port and Harbor facilities and the services offered world traders by the Chamber.

Foreign and United States chambers of commerce abroad, American Foreign Service offices, foreign government ministries of commerce and industry and private foreign trade groups, clubs and organizations will be the recipients.

Stockton-Sacto. Trade Trip Called 'Most Unique Yet'

The most unique trade trip in Chamber history will get under way May 24 when 12 yachts carrying 75 Inter-City Committee members hoist anchor from San Francisco's Yacht Harbor and set compass for the Stockton-Sacramento area.

Under the leadership of Chamber President Alan J. Lowrey and Program Chairman Dan E. London, manager of the Hotel St. Francis, the delegates will arrive in Stockton at approximately 4:30 p.m. and spend the remainder of that evening with Stockton business representatives in discussions directed toward greater expansion of trade between that area and San Francisco.

A similar program is planned for May 25, with Sacramento as the Committee's destination.

According to London, Governor Earl Warren has expressed a hope that he will be able to join the group at Stockton for the Sacramento leg of the trip.

Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department, drew attention to the fact that in addition to the usual trade trip purpose of securing greater trade between San Francisco and the areas visited, the Stockton-Sacramento trip will allow Chamber representatives to view the excellent recreational activities offered by the Delta region in boating, fishing and other water sports.

— Second Century of Progress —

Chamber To Cooperate In Tree Farm Dedication

The Chamber will cooperate in the dedication of the C. R. Johnson Tree Farms—living memorials to the founder of the Union Lumber Company in the Noyo River area near Fort Bragg on May 19.

The Johnson Tree Farms with a total acreage of 65,331 will actually consist of two farms—one on the Noyo River, and the second on Big River. The ceremony will take place under a backdrop of young trees being grown for future harvest in the midst of the Noyo River unit and will be open to the public without charge.

Special notices regarding the dedication are being sent to members of the Chamber's Agricultural, Manufacturers and Inter-City Committees.

The formal ceremony will mark the dedication of one of the largest acreages to be certified as tree farms in the redwood region, and one of the biggest in the entire country this year. The event will be under the direction of the California Redwood Association, certifying authority for tree farms in the region.

Business in Defense

(This column is prepared by the Chamber's Industrial Department to keep members abreast of developments and procedures in the matter of national defense production.—Ed.)

ACCELERATED TAX AMORTIZATION CERTIFICATES

According to the latest Defense Production Administration release, a total of 1013 new or expanded defense facilities have been granted certificates for rapid tax write-off over a five-year period. The total eligible for amortization on these facilities is \$4,797,827,410. The percentage authorized for actual amortization varies according to the type of facility. At present, the average is 69.5 per cent. Bay Region facilities so certified in the period from April 9 to April 26 are:

Company	Production or Service	Amount Eligible
Southern Pacific Co.	Transportation	\$43,981,231 (2)
San Francisco (Rail)		
Bay Cities Transportation Co. S. F.	Transportation	356,000 (2)
Kaiser Aluminum & Chemical Corp.	(Barge & Tug) Refractories	691,700
Moss Landing, Calif.		
Varion Associates	Electronic equip.	2,455,933
Palo Alto, Calif.		
Kaiser Aluminum & Chemical Corp.	Calcined dolomite	1,173,000
Salinas, Calif.		

As of April 6, California ranked fourth among the states in accelerated amortization defense building, with \$192,793,000 investment in proposed, new and expanded plant facilities.

CONTROLLED MATERIALS PLAN:

The forthcoming Controlled Materials Plan (CMP), scheduled to go into effect July 1, will be discussed by four specialists from the Washington staff of the NPA at a forum to be held May 21 at Commerce High School. (See story, page 1.)

PRODUCTION POOLS FOR SMALL MANUFACTURERS

The Justice Department has authorized pooling of small companies for the purpose of bidding on prime defense contracts. Justice Department approval of each such group must be obtained specifically and in advance in order to prevent possible violation of the anti-trust laws.

CEILING PRICE REGULATION 22:

The effective date of CPR 22 is May 28, 1951. Manufacturers affected by the Regulation must notify the Office of Price Stabilization by registered mail as to proposed ceiling prices higher than those in the General Ceiling Price Regulation, and must wait 15 days after OPS receives notification before selling at the new figures.

NPA Reg. 5—APPEALS, date April 25, 1951.

Regulation 5 specifies the "Appeals" procedure of the National Production Authority and the operations of the NPA Appeals Board. The Board is established as an impartial body consisting of three officials of the NPA. It acts as the final agency authority in considering appeals as outlined in the Regulation. A copy of the text of this order is available for reference at the Chamber's Industrial Department.

HEAR THE FACTS . . . EXPRESS YOUR OPINIONS

Attend San Francisco's

TRAFFIC and TRANSPORTATION CITY-WIDE CONFERENCE

TUESDAY, MAY 22 — HOTEL MARK HOPKINS

Presented By:

**SAN FRANCISCO CHAMBER OF COMMERCE
SAN FRANCISCO PLANNING & HOUSING ASSN.
CENTRAL COUNCIL OF CIVIC CLUBS**

**SAN FRANCISCO DOWNTOWN ASSOCIATION
SAN FRANCISCO LEAGUE OF WOMEN VOTERS
SAN FRANCISCO JUNIOR CHAMBER OF COMMERCE**

Here is your chance to take part in a down-to-earth discussion of San Francisco's traffic and transportation problems . . . to hear the opinions of specialists . . . and to present your own ideas. The six sponsoring groups, as well as the City Departments concerned, will welcome your suggestions and your active participation in this vital matter. Plan now to attend.

. . PROGRAM . .

9:30 A.M. Registration

10:00 A.M. Morning Session—TRANSPORTATION

Chairman: *Selab Chamberlain, Jr.*, President, San Francisco Planning and Housing Association

Moderator: *L. Harold Anderson*, Chairman, Traffic and Highways Committee, Downtown Association

Panel Presentation:

Col. Marmion Mills, Consultant, San Francisco Municipal Railway; *George Skipton*, Application Engineer, Transportation Division, Westinghouse Electric Corp.; *T. J. Kent, Jr.*, Chairman, Dept. of City and Regional Planning, University of California; *Representative of the California State Division of Highways*; *George Hill*, Chairman, Transportation Committee, Central Council of Civic Clubs.

12:15 P.M. Luncheon (Room to be announced)

Introductory Remarks: *Mayor Elmer E. Robinson*

Address: "OUR EXPLODING CITIES," by *Richard Graves*, Executive Director, League of California Cities

2:00 P.M. Afternoon Session—TRAFFIC, PARKING, ENFORCEMENT

Chairman: *Alan J. Lourey*, President, San Francisco Chamber of Commerce

Moderator: *Belford Brown*, Director, San Francisco Chamber of Commerce, and Chairman of its Traffic and Highway Committee

Panel Presentation:

Captain Jack Eker, Director of Traffic, San Francisco Police Dept.; *Paul Oppermann*, Director, City Planning Dept.; *Vining T. Fisher*, General Manager, San Francisco Parking Authority; *Jack Goldberger*, President, Central Labor Council, A.F.L.; *Judge Carl Allen*, Presiding Judge, Municipal Court.

San Francisco Planning and Housing Association

210 Post Street Telephone: SUtter 1-7443

Please find, enclosed, my check in the amount of \$ _____
for reservation(s) as follows:

- _____ Conference Only — \$1.00 each
_____ Conference and Luncheon — \$3.00 each
_____ Luncheon Only — \$2.25 each

Name _____ Affiliation _____

Address _____ Phone No. _____

*Make Your
Reservations Now*



**Return Coupon
By May 20**

Hitting The HIGH SPOTS

with Wall Brown

Hardware Mutuals of Stevens Point, Wis., had open house this week in their new quarters at 20 Battery St. The move takes care of expanding west coast operations. Hardware Mutuals consist of Hardware Mutual Casualty Co. and Hardware Dealers Mutual Fire Insurance Co., writing fire, casualty and group accident and health. **Santa Cruz** Casa del Rey Hotel will be the scene of the 3rd Annual Summer Management Conference, June 21-24, according to Clara Kerr, director of the Institute of Industrial Relations, University of Calif. "Business Problems in a Crisis-to-Crisis Economy" will be the conference theme...

Squires & Marshall, manufacturers' representatives handling steel products, just moved to new quarters at 370-4th St., where they have 2 1/2 times their former space... **Maitland S. Pennington**, v.-p. of Pac. Transport Lines, Inc., and a Chamber Director, lost wk. was named a director of his firm which maintains fast cargo service between the Orient, Hawaii, and Calif... **"Youth In Business Day,"** sponsored by the Jr. Chamber, is next Thurs. (May 17), and Jaycees ask YOU to check your firm in, as host to a few of the 3,000 S.F. high school graduating seniors who will want to see "business in action." To become a host, just telephone Bort Bayly, EXbrook 2-4511, ext. 38, or Ivor Calloway, UNderhill 3-4680, ext. 295...

Big bouquet to Foster & Kleiser on their 50th anniversary—and on a very outstanding booklet celebrating the occasion, "50 Years of Outdoor Advertising"... **Brayton Wilbur**, president of Wilbur-Ellis Co., chairman of the Federal Reserve Bd. of S.F., and former Chamber President, has been elected new president of the World Affairs

Overseas Responsibility Stressed By Trade Expert

A "tremendous world program" to supply capital, goods and services, must be undertaken by the United States if it is to reverse the accelerating growth of communism and keep its own economy strong and vigorous, according to Charles L. Wheeler, executive vice president of Pope & Talbot, Inc., who was the featured speaker at a meeting of the Chamber's World Trade Association held last week at the Fairmont Hotel.

The Foreign Credit Chapter of the Credit Managers' Association acted as co-sponsors of the meet at which Wheeler told American businessmen to task for what he termed a lack of interest and action in overseas development.

Council of No. Calif. . . . **Cooperation** between chambers of commerce and railroads in industrial promotion will be the discussion theme of this Friday's meeting of Control and No. Calif. Chamber of Commerce Executives of the Fairmont...

A pocket-sized guide to every principal military installation and procurement office in the 13 Western States is being distributed to businessmen by Western Air Lines—very handy: . . . **Mental Health Week**—that's this week, proclaimed here by Mayor Robinson and sponsored by the Jr. Chamber and local chapter of the Mental Health Society of No. Calif. Exhibits will be at the Lebowitz Art Gallery, 1407 Gough St. . . .

Survey Shows Shops Idle

(Continued from Page 1)

Association, with a membership of about 350 of the leading metal shops in the area, reports member shops are running about 90 per cent capacity primarily on civilian defense production. Further raw material cutbacks would immediately reflect considerable open shop capacity. Association members are all anxious, he said, to obtain defense work to cushion possible civilian production curtailments.

The Association explained that larger, more diversified metal shops are better able to cope with shortages than smaller, specialized shops, since they are often able to concentrate on items requiring less critical materials.

According to the California Manufacturers Association, manufacturers employing 100 or more are enjoying nearly full capacity production, Holland said. Those in the category of 75 to 100 employees are 15 per cent idle.

"Plants employing up to 75 workers

New Zealand Ambassador Describes World Conflict

The world is currently in a contest between the supremacy of the individual and the supremacy of the state, said Sir Carl August Berendsen, New Zealand's first Ambassador to the United States, who addressed a luncheon meeting yesterday at the Fairmont Hotel, sponsored by the Chamber's World Trade Association and the Foreign Credit Chapter of the Credit Managers Association.

"You can't keep the peace by words alone," he added. "You have to have force to repress crime."

CMP Meet To Be Held Here

(Continued from Page 1)

Asking local businessmen interested in attending to notify the Chamber's Industrial Department before May 15, Chamber General Manager G. L. Fox said this week, "Western businessmen will do well to keep an alert eye on the CMP program. The forthcoming meeting, we believe, will prove one of the most valuable means possible of learning all about it, right now."

The Chamber's Industrial Department may be reached by calling EXbrook 2-4511, extension 87.

average only about 50 per cent capacity and confirm the Industrial Department's conclusion that the smaller shops are faced with the critical problem of 50 per cent to 100 per cent idle equipment," Holland declared.

"From a practical viewpoint, this is a serious situation when it is considered that generally the 'break-even point' occurs at the level of over 50 per cent operating capacity," he added.

Pointing out that there are about 4,000 manufacturers in the San Francisco Bay Region and that over 90 per cent of these factories fall into the Bureau of Census definition of "small business," Holland said, "It is imperative that we take all possible steps to procure defense work for smaller enterprises in order to obviate the building of new plants for which it is difficult to secure new equipment."

"If the availability of materials for civilian production is to be limited, then defense production orders for small shops must be allocated in order that their equipment may be used before machine tools and other equipment are duplicated in 'war' plants."

Holland said the facts revealed by the Chamber survey are being brought to the attention of Federal authorities.

World Trade Fair 'Sold Out'

(Continued from Page 1)

past years, Japan, India, Puerto Rico, Pakistan, Costa Rica and Belgium will be among those countries exhibiting for the first time in 1951.

Buyers and other businessmen expected in heavy attendance at the exhibition, Wylie reported, will be able to see what products are available from many countries of the world, talk to foreign trade representatives in their booths, examine merchandise they might be interested in, and make distributor arrangements. A highlight, he said, will be displays of strategic and critical materials now available from abroad for defense mobilization.

The 1951 World Trade Fair, with its new, convenient downtown location at the Palace Hotel, contains more space area than last year's showing, according to Kriedt and Myers, Fair managers.

POSTERS AVAILABLE

Wylie said that large colorful posters advertising World Trade Week and the Fair are available at the Chamber's World Trade Department. Pocket-sized inserts and World Trade Week and Fair programs may also be secured, in quantity, by any firm, he said.

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SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

San Francisco To Honor World Trade

Navy Secretary, Officials, To Join Chamber At Armed Forces Day Luncheon

Secretary of the Navy Francis P. Matthews will be the guest of honor tomorrow when hundreds of San Francisco business and civic leaders gather at the Commercial Club for the Chamber's annual Armed Forces Luncheon, heralding World Trade Week.

Among the civic and military dignitaries who will be on hand to greet the prominent defense leader will be:

Warren Burke, Chairman of the Armed Forces Committee for San Francisco, Chamber Director and District Sales Manager for United Air Lines here; Major General William E. Hall, Commanding General of the 4th Air Force; Rear Admiral Joseph E. Stika, USCG, Commanding Western Area and Commander 12th Coast Guard District; Dunlap E. Clark, President of the Central Bank of Oakland, Director of the Chamber of Commerce of the United States and its National Defense Committee Chairman; Rear Admiral B. J. Rodgers, USN, Commandant, 12th Naval District and Commander U. S. Naval Base, San Francisco; Brigadier General James H. Strother, USMC, Chief of Staff, Depot of Supplies, Marine Corps; Major General James A. Lester, USA, Commanding General, San Francisco Port of Embarkation; and Joseph B. McKeon, President, Commercial Club. An invitation to the annual event has been extended to California's Governor, Earl Warren.

Alan J. Lowrey, Chamber President, will preside at the meeting at which it is expected the Navy Secretary will discuss problems dealing with the United States and its relation to the current world situation.

— Second Century of Progress —

Traffic Problems Will Be The Subject of City-Wide Meet

The all-important voice of the man on the street will be heard next Tuesday when he joins city officials, civic leaders and traffic experts in the Hotel Mark Hopkins' Room of the Dons in an attempt to rid San Francisco of traffic and transportation ills.

The morning session, to begin at 10 a. m., will be devoted to a panel discussion concerned with transportation. The afternoon portion, opening at 2 p. m., will be devoted

(Continued on Page 4, Column 3)

International Exhibit Will Highlight Annual World Trade Week Celebration

Highlighted by the largest World Trade Fair ever to be held in San Francisco, the city's fourth official recognition of the importance of two-way trade to the peace and prosperity of the world will swing, next week, into full-scale celebration.

Opening Sunday and last through May 27, San Francisco's World Trade Week will feature a host of special events, "open house" at port facilities, special bus tours of the waterfront, and visits to ocean-going vessels.

A combined observance of National Armed Forces Day and "I Am An American Day" will be held Sunday, May 20. National Maritime Day with special events will be observed Tuesday, May 22.

HIGHLIGHTS

Other highlights of the Week will be a preview for out-of-town guests, Thursday evening, of San Francisco's new Maritime Museum and its formal opening Sunday, May 27; open house at the Foreign Trade Zone, and the city's annual International Ball Friday, May 25, honoring the San Francisco Consular Corps and students from abroad studying in the Bay Area.



WORLD TRADE WEEK PRINCIPALS are shown above as they gathered this week at the Chamber to finalize plans for the City's annual observance. Standing, left to right, are Alvin C. Eichholz, Manager of the Chamber's World Trade Dept.; Clarence Myers of Kriedt & Myers, Fair managers, and Sally Gilbert—"Miss Maritime, Queen of the World Trade Fair"—displaying this year's World Trade Week poster. Seated, left to right, are Chamber President Alan J. Lowrey; Port Manager Robert H. Wylie, World Trade Week Chairman; and Frank Jacobs, vice-president of the World Trade Assn.

Gov't Experts To Explain Controlled Materials Plan

Reservations are still being received at the Chamber for the Controlled Materials Plan meeting to be held at Commerce High School next Monday, May 21.

The office of John J. Judge, San Francisco regional director of the National Production Authority, United States Department of Commerce, has already expressed thanks to the Chamber for its aid in completing plans for the meet at which Northern California and Nevada businessmen will examine at first hand CMP and its effect on their individual business dealings.

The plan, which is designed to channel critical materials to factories working on top priority orders will be explained by a team of four specialists in the field. They are: Hardy Ray, Production Control Staff Defense Production Authority; Courtney Johnson of the Washington NPA staff, Captain W. D. Wilkin, USN military deputy, Office of Priorities and Controls, Munitions Board, and a fourth member to be announced.

WORLD TRADE FAIR

Opening Wednesday, May 23 at the Palace Hotel with nearly 15,000 square (Continued on page 2 col. 1)

— Second Century of Progress —

Yachts To Fly New Flag On First Nautical Trade Trip

A new yachting flag will be unfurled next Thursday when the Chamber's Inter-City Committee makes its way to the Stockton-Sacramento area by private yacht.

The standard, a blue Chamber seal and the wording "SF Chamber of Commerce" on a field of yellow, will be flown from all 12 of the yachts carrying 75 committee members on their unique trade trip, according to Dan E. London, manager of the Hotel St. Francis and Program Chairman for the event.

The Chamber's goodwill ambassadors will be met in Stockton at about 4:30 p. m. by Stockton Chamber officers and directors and by the College of The Pacific band. They will be dinner guests of the Stockton Chamber.

(Continued on Page 4, Column 3)

San Francisco To Honor World Trade Week

(Continued from page 1)

feet in the hotel's Gold Room, Concert Room and connecting corridor—the World Trade Fair will consist of approximately 100 separate booths showing products and services of the world.

According to General Robert H. Wylie, Port Manager and World Trade Week Chairman, a special appeal is being made, this year, to the general public as well as to importers, buyers and other world traders.

Contrary to last year's procedure, there will be no admission charge to the Fair.

Exhibits will include new household products made available since the War, "exotic" foreign merchandise and foods, and visual samples of travel and vacation areas of the world.

America's industrial mobilization seen will be dramatized by exhibits of scarce and critical materials which are now available from foreign countries. Emphasis will be on new areas and sources and on materials which can be substituted for those no longer readily available.

Buyers and businessmen expected in heavy attendance at the Fair, Wylie said, will be able to talk to foreign trade representatives in their booths, examine merchandise and make distributor arrangements.

EXHIBITORS

Exhibitors at the Fair include foreign governments, local trade representatives of nations abroad, consular representatives, importers, banks, steamship companies, and similar organizations.

Invitations to attend the Fair and to take part in San Francisco's outstanding World Trade Week events have been sent by the Chamber's World Trade Department to businessmen in over 100 cities of the Western States. Notices of the Fair have been sent to almost 1,000 foreign and United States chambers of commerce

abroad, American Foreign Service Offices, foreign government ministries of commerce and industry, and private foreign trade groups.

Special efforts have been made, Wylie said, to attract buyers to the Fair.

Begun in 1948 as San Francisco's contribution to the nationally-celebrated World Trade Fair was first held in the Ferry Building. In 1949 the original exhibit space was expanded and last year the Fair was moved to the Scottish Rite Auditorium for more space.

The Palace Hotel site was chosen for this year's Fair, Wylie said, to provide a more centrally-located place, readily accessible to the downtown district.

SPONSORS AND COMMITTEEMEN

Sponsors of the celebration in San Francisco are the Chamber and its World Trade Association, in cooperation with the City and County of San Francisco. Staffed by the Chamber's World Trade Department under Manager Alvin C. Eichholz and Assistant Manager Robert Langner, General Wylie's World Trade Week Committee in charge of all activities, consists of the following additional persons:

Robert E. Mayer, Paul A. Bissinger, A. H. Brawner, Jr., Clifford Buell, Warren Burke, Mrs. E. S. Carlson, Howard Cook, J. S. Curran, Ralph B. Dewey, Frank DiMarco, Henry W. Drath, Fred B. Galbreath, W. J. Gilstrap, Con Goddard, Milo Heflerlin, Frank M. Jacobs, Braham H. Lovelless, Mrs. Ruth Lusch, M. J. McCarty, D. E. Nelson, John Porter, Al G. Potter, John H. Robinson, H. A. Rothrock, Joseph Sheeks, Paul Speegle, Ray Waterlow, R. E. Witts, A. E. Wolff and Douglas Woodworth.

Clarence Myers and Gary Kriedt of the San Francisco firm of Kriedt & Myers, are managers of the World Trade Fair this year, as in past years.



"MISS MARITIME,
Queen of the Fair"



"Queen" and Louis Clement of Belgium, with priceless lace shawl his country will exhibit.

Foto Festival Competition Nets Two Thousand Pictures

The first phase of San Francisco's Foto Festival was proclaimed a success this week when Walter F. Sullivan, chairman of the Festival's executive committee, reported that more than 2,000 black and white pictures and color slides had been received for entry in the picture competition part of the local event of which the Chamber is a sponsor.

Pictures and slides were received from the Western States, and a lieutenant in the United States Army mailed his prize hopefuls from Korea.

Winners will receive a total of over \$1,000 in prizes at the highlight event of the Foto Festival—the First Annual Award Breakfast to be held at the Whitcomb Hotel on May 27 with Mayor Elmer E. Robinson as the principal speaker.

Special Personnel Course For Employee Supervisors

Supervising employees will have the opportunity to expand their knowledge of personnel relations and applied psychology during a special three-day course to be conducted here next month by Dr. J. L. Rosenstein of Chicago's Loyola University.

Although the course will be aimed mainly at the part supervising employees can play in accident prevention, it will be sprinkled liberally with valuable information on human nature, according to the course's sponsor, the San Francisco Chapter of the National Safety Council.

The two-hour sessions will be held on Friday evening and Saturday morning and afternoon with June 8 and 9 tentatively set as the dates.

WORLD TRADE WEEK PROGRAM

SUNDAY, MAY 20

Combined National Armed Forces Day and "I Am an American Day" Program. Open House at The Presidio of San Francisco all day. Exhibits and drills, with latest equipment by all branches, adjacent to the Presidio's Crissy Field. All units at Presidio open for public inspection. Open House on Navy ships offshore, with free water taxis from Crissy Field and Coast Guard docks. Armed Forces Day parade in front of Crissy Field grandstand. Ceremonies at 2:00 P.M. with Secretary of the Navy Francis P. Matthews as honored speaker. Overhead Air Force show and mock attack. Display of special Navy historical exhibit.

MONDAY, MAY 21

6:00-7:00 P.M.—"Salute to All Nations" bandstand program (honoring nations exhibiting in San Francisco World Trade Fair)—The Emporium, 835 Market Street.

All Day—Embarcadero Y.M.C.A. Open House.
2:00-4:00 P.M.—San Francisco Foreign Trade Zone Open House (Pier 45-8, near Fisherman's Wharf).

TUESDAY, MAY 22

National Maritime Day

10:00 A.M.—Memorial Ceremonies for seamen—Golden Gate Bridge.

12:00 Noon—Special luncheon at San Francisco Commercial Club; speaker—Albert W. Gatov, Vice Chairman of the Federal Maritime Board. Tickets: \$2.25, available at Commercial Club.

2:00-4:00 P.M.—Foreign Trade Zone Open House.
All Day—Embarcadero Y.M.C.A. Open House.

WEDNESDAY, MAY 23

11:30 A.M.—Opening Ceremonies, San Francisco World Trade Fair, Palace Hotel.

12:00 Noon—Annual World Trade Week Luncheon, Colonial Rm., St. Francis Hotel. Paul Smith, Editor, S.F. Chronicle, featured speaker on recent world-trade experiences. Sponsors: S.F. Chamber, World Trade Assn., Down Town Assn. Tickets: \$2.75, available at door or at Chamber of Commerce.

2:00-3:00 P.M.—"Nations On Parade" Program in auditorium of The Emporium. Travel and trade films and stage presentations open to public.

2:00-4:00 P.M.—Foreign Trade Zone Open House.

All Day—Embarcadero Y.M.C.A. Open House.
7:00 P.M.—1:00 A.M.—International Banquet and Dance honoring S.F. Consular Corps, sponsored by Oakland World Trade Club, at the Claremont Hotel, Berkeley. Tickets: \$5.00, available at Oakland Chamber of Commerce, 427-13th St., Oakland.

THURSDAY, MAY 24

Special—Tours of San Francisco waterfront, organized by S.F. Junior Chamber of Commerce—3-hour bus trips, starting at 9:00 A.M. and 1:30 P.M. See new \$6,000,000 Mission Rock Terminal (world's most modern) and a great port in action. Complimentary tickets available at World Trade Fair.

12:00 Noon—Annual Shrine Luncheon Club World Trade Day, Palace Hotel. Tickets: \$2.00.

1:00-10:00 P.M.—World Trade Fair, Palace Hotel.

2:00-3:00 P.M.—"Nations On Parade," Emporium.

2:00-4:00 P.M.—Foreign Trade Zone Open House.

All Day—Embarcadero Y.M.C.A. Open House.

4:30 P.M.—Open House, World Affairs Council of Northern California, 623 Sutter Street. Tour, address.

8:30 P.M.—Special preview, for out-of-town guests, of S.F. Maritime Museum at Aquatic Park (to be opened to the public Sunday, May 27) established by citizens' committee to preserve San Francisco's maritime heritage. Passes available at S.F. Chamber of Commerce.

FRIDAY, MAY 25

12:00 Noon—International Aviation Day luncheon.

(Continued on page 4 col. 2)

Penalty Trucking Rates Claimed Unfair By Chamber

The Chamber has filed a brief of exceptions to report contained in the Public Utilities Commission of California Case 4808, which would unfairly penalize shippers in the matter of trucking rates between San Francisco and the Mexican border.

Walter A. Rohde, Manager of the Chamber's Transportation Department, advised the PUC of the Chamber's exceptions to proposals by the Commission's engineering staff, originally made in 1948, to add one and one-half "penalty miles" to the rate-making mileage from San Francisco southward.

Penalty miles are made and charged to a shipper on the basis of time-consuming or hazardous lengths of highway. In this case it is claimed by the Commission that congestion between 10th and Market Streets in San Francisco and the north end of the Bayshore Freeway is the reason for the penalty miles request.

Rohde pointed out, in making the exceptions, that the record was "stale," and that no credit was given for the following recent improvements:

- (1) Newly constructed lengths of the Freeway already open and those about to be opened;
- (2) Widening from four to six lanes on the Bayshore Highway from the city limits to the beginning of the Freeway in South San Francisco;
- (3) New Third Street bridge and the improvement of Third Street, obviating much of the congestion present on the Bayshore Boulevard when the Commission made its original study.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXtension 2-431, Ext. 56.

D-7494—R. D. CUMMINGS, 19 North Catalina Avenue, Pasadena 1, Calif., manufacturers' agent now calling on industrial and commercial building contractors, aircraft manufacturers, ship builders, government installations throughout southern California, Arizona, and Nevada, seeking additional lines.

D-7495—WORCESTER CHAMBER OF COMMERCE, Management Consulting Services, Worcester, Mass., offers to assist local manufacturers in securing representatives in either Worcester, the State of Massachusetts, or the entire New England area.

D-7496—KEMPA COMPANY, 1210 South Charles Street, Baltimore 30, Md., offers local manufacturers sale of their products throughout the Middle Atlantic States.

D-7497—CARDINAL SERVICES, INC., 16 East Broad Street, Columbus 15, Ohio, agents for manufacturers and business service firms, seeking new products to sell to industrial firms and procurement offices. Also seeking agents, distributors, wholesalers, etc., in this area who desire to handle new lines throughout the United States.

D-7498—GRUNER & COMPANY, 26 West 26th Street, New York 10, N.Y., looking for a salesman to sell their imported rainwear items.

D-7499—MODERN RESEARCH & PROCESSING, INC., 765 North Broadway, Los Angeles 12, Calif., interested in establishing an agency in San Francisco for their line of hydraulic units, presses, pistons and cylinders.

D-7500—THE BEECHWOOD COMPANY, INC., Pottstown, Pa., wishes to contact a local manufacturer's representative now calling on buying office of syndicates and chain stores to sell their line of plastic notions and closet accessories.

D-7501—THE DAYTON PUMP AND MANUFACTURING COMPANY, Dayton 1, Ohio, seeking a firm of manufacturers' representatives to sell their line of complete farm and domestic water systems, covering reciprocating, jet pumps, water softeners and cellar drains.

Chamber Urges Improvement Of Gate Bridge Approach With Five Million Dollar Appropriation From State

The San Francisco Chamber of Commerce has urged the board of directors of the Golden Gate Bridge and Highway District to take advantage of a \$5,000,000 state loan already authorized to improve the Waldo Approach and Tunnel in Marin County.

D. P. Street, manager of the Chamber's Civic Development Department, informed the bridge directors of the Chamber's view when he appeared before them last Friday afternoon.

S. F. Schools Helping In Free Enterprise Teaching

San Francisco's School System and the local Board of Education received plaudits this week from the Chamber's Manufacturers Committee.

O. D. Adams, acting as spokesman for the Committee, drew Chamber members' attention to the "vital work being done by our schools with its current program which is informing the city's young people of the advantages offered by a free economy."

The Committee included in its regular order of business for a recent meeting a review of the constructive efforts directed by the Board of Education.

The program facets cited were: the organized program of instruction in economics, civics and United States history; co-operative plans between business, industry and the school system, with the Chamber's sponsored "Business-Education" mentioned as an example; cooperation with State employment facilities in the recruitment and placement of students and the utilization of various community organizations and service clubs in sponsoring varying programs, such as career days, business speakers, youth and business events and youth and government movements.

The Chamber's Manufacturers Committee capped its "positive approval" of the school system's current program by purchasing six prints of three cartoon technical films for the schools which will be used as visual aids to illustrate the American heritage.

— Second Century of Progress —

Does San Francisco Have Romance?—But Yes!

By RAY FOURNIVAL
Publicity Department

We may have our share of fog, but San Francisco still has her place in the sun—or, rather, in the moonlight, according to a Hollywood movie columnist.

Film producers Jerry Wald and Norman Krasna are looking for the city which offers the best romantic settings to young lovers for their "courtin'"—but for a very business-like reason: They want the best location for a new romance picture, "Strike A Match."

Letters, sent to 196 cities throughout the United States, included a very challenging one to the San Francisco Chamber of Commerce.

Thoroughly convinced of the city's hospitality to young people whose fancies have turned, the Chamber's Publicity Department wired the producers in part as follows:

"San Francisco offers abundance of re-

"The improvements of the road," Street said, "will make for safer and faster traffic movement. Expenditure of the funds now will save the District money in the long run."

In its action, the Chamber concurred with State Senator John F. McCarthy (Republican—Marin County), the San Francisco Board of Supervisors and a majority of the counties in the bridge district.

The requested improvements would add one lane to each side of the existing highway and convert the road to six lanes with divided construction. Three of the lanes would be diverted through a new tunnel to be constructed at Waldo Point.

Charles H. Purcell, director of California's Department of Public Works, has also taken the stand that the improvements should be made because of increased traffic over the bridge which spans the Golden Gate.

He has said that the state loan of \$5,000,000—authorized in 1945—would be matched with state funds in the amount of \$1,500,000.

— Second Century of Progress —

Port Folder In Production

A new, colorful folder on San Francisco as a world trade city and "gateway to the Pacific," offering abundant port facilities for shippers and a center for industry and finance, is currently being produced by the Chamber in cooperation with the Board of State Harbor Commissioners.

Spearheaded by the Chamber's World Trade Department and Port Manager Robert H. Wylie, the special piece is being prepared by the Chamber's Publicity Department in cooperation with Richard Prosser, advertising consultant to the Board of State Harbor Commissioners.

It is expected to be produced and ready for distribution during World Trade Week, according to Walter Brown, Publicity Department Manager.

nowned settings, romantic, unique, beautiful. An entire romantic world within one city."

The wire went on to list those spots where lovers are seen to walk.

But here's the story's punch. According to the film columnist, Los Angeles is out of the running—and San Francisco is very much in.

The Hollywood writer quotes Wald as saying, among many things, "Los Angeles hasn't any romantic spots. She's suffering from hardening of the arteries. All her lovers' lanes have been paved over."

Ten other cities are being considered along with San Francisco—and our organization, which includes only two bachelors on its staff, is still doing everything it can to have "Strike A Match" filmed here.

Business in Defense

CONTROLLED MATERIALS PLAN

The National Production Authority's Controlled Materials Plan (CMP) is scheduled to become operative July 1, 1951, and applications for controlled materials needed for production of "B" products during the third quarter of the present calendar year must be received by NPA not later than May 31. An official CMP Class B Product List, including more than 4,000 manufactured articles containing steel, copper, or aluminum, has been mailed to more than 50,000 manufacturers of products containing any of the three controlled materials. Copies of Form CMP 4-B and CMP Regulations 1 and 3, outlining basic rules of the Controlled Materials Plan, accompanied these lists. CMP Regulation 2—covering inventories, and CMP Regulation 4—covering distributors, were issued May 10.

Application forms, regulations and other pertinent material are available at the NPA, U. S. Department of Commerce Regional Office, 315 Flood Building, 870 Market Street, San Francisco.

Businessmen are reminded of the CMP meeting to be held May 21, 2:00 p.m. at Commerce High School. (See story page 1.)

DEFENSE PRODUCTION RECORD

A new bulletin, the "Defense Production Record," is now published weekly by the National Production Authority. The purpose of the publication, begun May 3, is to provide a ready reference in convenient form regarding the official actions of defense production agencies. Business firms and individuals may obtain copies from the Superintendent of Documents, Government Printing Office, at an annual subscription rate of \$2.50 domestic and \$4.00 foreign. Single copies will cost 5 cents each. Reference copies are available at the Chamber's Industrial Department.

SUBCONTRACTORS ASSISTANCE CLINIC

The Armed Services Procurement Area Councils (ASAPAC) will sponsor a subcontractors assistance clinic at the Oakland Exposition Building, June 11 through June 14. Some 50 prime contractors will exhibit parts and assemblies available for subcontract. Further details will be announced in BAY REGION BUSINESS at a later date.

NPA M-4, CONSTRUCTION, Amended May 3

The National Production Authority amended its basic construction order to require authorization for construction of large apartment houses, luxury residences, and all industrial facilities and public and private construction projects which require the use of more than 25 tons of steel. Copies of the complete text of NPA M-4, amended, are available at the Chamber's Industrial Department.

World Trade Week Program

(Continued from page 2)

Fairmont Hotel. Travel and fashion show, orchids. Tickets: \$2.50, available at S.F. Chamber.

Fairmont Hotel. Orchids from Hawaii for guests. 12:15 P.M.—Special luncheon at International House, University of California, Berkeley. Sponsored by Oakland World Trade Club. Tickets \$1.65, at door.

2:00-3:00 P.M.—"Nations On Parade," Emporium. 1:00-10:00 P.M.—World Trade Fair, Palace Hotel. 2:00-4:00 P.M.—Foreign Trade Zone Open House. All Day—Embarcadero Y.M.C.A. Open House. 9:00 P.M.—Merchant Seamen Dance, Embarcadero Y.M.C.A.

9:00 P.M.-1:00 A.M.—International Ball honoring S.F. Consular Corps and Bay Area students from abroad—Cafe Room and Pied Piper Bar, Palace Hotel. Presented by the Junior World Trade Association under auspices of S.F. World Trade Week Committee.

Special—Tours of waterfront—3-hour bus trips—starting at 9:00 A.M. and 1:30 P.M. Tickets at World Trade Fair.

SATURDAY, MAY 26

1:00-10:00 P.M.—World Trade Fair, Palace Hotel.

All Day—Embarcadero Y.M.C.A. Open House.

8:00-10:00 P.M.—Water extravaganza, fireworks, water sports, torch parade—in front of grandstand, Aquatic Park. Open to the public.

SUNDAY, MAY 27

1:00-10:00 P.M.—World Trade Fair, Palace Hotel.

1:30-2:03 P.M.—Band concert, Maritime Museum, Aquatic Park (foot of Polk Street).

2:00 P.M.—Opening ceremonies in formal dedication of Maritime Museum—special events, military exhibits, marine displays, diving and salvage demonstrations.

—Paul Smith Luncheon—

Arrangements have just been completed for a luncheon address by Paul Smith, Editor and General Manager of the San Francisco Chronicle, before a joint meeting of the Down Town Association, the Chamber and the World Trade Association on Wednesday, May 23, in the Colonial Room of the St. Francis Hotel.

Recently returned from a round-the-world tour, Mr. Smith will speak on his contacts with world leaders. Tickets may be reserved at the Chamber or purchased at the Colonial Room door on Wednesday.

Hitting The HIGH SPOTS

with Walt Brown

Willard J. Johnson, past pres. of the S.F. Real Estate Board and current pres. of the Calif. Real Estate Assn., is on a 12-engagement speaking tour between S.F. and Chicago. His subject: "The Realtor and Free Enterprise in Today's Economy" . . . Firms interested in commercial exhibits at the 11-day California State Fair in Sacramento, August 30-September 9, should act at once, if they want to be sure of obtaining space. Secy.-Mgr. Ned Green reports. Write Calif. State Fair, P.O. Box 2036, Sacto., Alta., Commercial Exhibits . . . A fascinating train ride through the tall redwoods will prelude the dedication, this Sat. of the C. R. Johnson Tree Farms near Fort Bragg. If you're interested in this unique event, call the California Redwood Assn., EXbrook 2-7880 . . . Want to take part in Chico's annual "Silver Dollar Fair" this yr., advertising your firm and community to thousands in that area? Contact Burke Riley, Manager, Chico Chamber, for full details . . . "A Thousand Years Ago," this year's Mountain Play in Marin County, will be presented this Sunday at 2 p.m. atop Mt. Tamalpais. Directed by Clarence Miller and a production of the Mountain Play Assn., 369 Pine St., it features a cast of 100, beautiful costumes and pageantry—all in a majestic setting .

City-Wide Traffic Meeting

(Continued from Page 1)

to a panel examination of traffic, parking and enforcement. Both sessions will be thrown open to questions and comments from the floor.

Mayor Elmer E. Robinson will present the introductory remarks for the conference's luncheon and Richard Graves, Executive Director of the League of California Cities, will deliver an address titled "Our Exploding Cities."

The day-long conference will be jointly sponsored by the Chamber, San Francisco Planning and Housing Association, Down Town Association, Junior Chamber of Commerce Central Council of Civic Clubs and San Francisco League of Women Voters.

Stockton-Sacto. Trade Trip

(Continued from Page 1)

On the following day, the San Francisco fleet will be met en route to Sacramento by Governor Earl Warren and a group of Sacramento yachts led by Chamber Vice President George Watrous. A reception and dinner at the El Rancho Hotel that evening will end the event.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Businessmen Urged To Study Commercial Code

Members of the San Francisco Chamber of Commerce and all other California businessmen are urged to study a proposed Uniform Commercial Code for California as a result of action taken by the San Francisco Chamber's Board of Directors on recommendation of its Legislative Committee.

The proposed "Code" has been introduced at the current session of the Legislature as A.B. 588 and covers the entire field of commercial law. The bill relates to commercial transactions and personal property, including fixtures and contracts and other documents concerning them—including sales, commercial paper, foreign remittances, letters of credit, bank deposits and collections, investment securities, bills of lading, warehouse receipts and various types of financing security.

According to the Legislative Committee, "It is not the intention of the proponents of the bill to press for enactment at this session of the Legislature but to encourage its study by the business community generally, prior to final enactment.

"The proposed Uniform Commercial Code is the work of draftsmen selected by the American Law Institute and the National Conference of Commissioners on Uniform State Laws. These draftsmen include many

(Continued on Page 4, Column 3)

— Second Century of Progress —

Clinic For Contractors To Be Held In Oakland

An "Assistance Clinic" for sub-contractors will be held in the Oakland Exposition Building from June 12 through 15, under auspices of the San Francisco Armed Forces Regional Council, in cooperation with the State Chamber and local chambers. The Council comprises local representatives of the Army, Navy and Air Force engaged in the procurement and production functions with local industry.

General objectives of the Clinic are:

(1) To assist prime contractors and major sub-contractors in developing their sub-contracting structure through the medium of displays of material and material components; (2) to assist sub-contractors in contacting appropriate prime contractors, and (3) to provide a channel for information, discussion and negotiation concerning manufacturing needs and capacities.

The J. L. Stuart Manufacturing Co. of San Francisco has been appointed official contractor for the Clinic. Companies desiring space should contact Captain John T. Wulff, USN, Chairman, Armed Forces Regional Council, Building 18, Foot of 20th Street, San Francisco, by May 22.

World Trade Week Celebrated; Big Attendance At Trade Fair

San Franciscans this week joined in an enthusiastic cheer for the principles and importance of world trade as the city's observance of World Trade Week swung into high gear.

Studded with special events and highlighted by the largest World Trade Fair ever held in the city, the Week's purpose is to point out to San Franciscans the value of two-way international commerce and its beneficial effect on the peace and prosperity not only of this city but of the world.



GENERAL ROBERT H. WYLIE
World Trade Week Chairman

Highlights of the special observance, still going on, are "open house" at port facilities including San Francisco's Foreign Trade Zone, special bus tours of the waterfront and visits to ocean-going vessels. The waterfront tours, sponsored by the San Francisco Junior Chamber of Commerce, began at 9 this morning and 1:30 this afternoon. At noon today the annual Shrine World Trade luncheon was held at the Palace Hotel. Special door prizes, donated by individual firms, were given.

This afternoon from 2 to 3, a special "Nations On Parade" feature will be presented at The Emporium department store, and from 2 to 4 p.m. there will be "open house" at the Foreign Trade Zone.

Two other "open houses" today are scheduled at the World Affairs Council of Northern California at 4:30 p.m., and at the Embarcadero Y.M.C.A. all day.

San Francisco's new Maritime Museum will be opened at 8:30 tonight for a special preview by out-of-town visitors. It will be officially opened to the public Sunday, May 27.

Tomorrow there will be a continuation of special events and "open houses"—capped, at night, by the annual International Ball at the Palace Hotel, honoring the San Francisco Consular Corps and students from abroad. On Saturday, there will be a water extravaganza at Aquatic Park.

World Trade Fair

Thousands of business people and the general public have already visited the World Trade Fair, going on in the Gold Ballroom and Concert Room at the Palace Hotel. Opening Wednesday noon with colorful ceremonies at which the Consular Corps was honored and Sally Gilbert was crowned "Queen of the Fair" by Port Manager Robert H. Wylie, World Trade Week Chairman, the exposition will continue through Sunday. It features approximately 100 exhibits of world products, services and vacation lands.

World Trade Week and the Fair are co-sponsored by the Chamber and its World Trade Association, in cooperation with the City and County of San Francisco.

New Link In Bayshore F'way Will Be Opened June 1

All San Franciscans are invited by the Chamber of Commerce and the City and County of San Francisco to attend the special opening ceremonies of a link in the Bayshore Freeway from Army Street to Alemany Boulevard at 10:30 a.m., on Friday, June 1.

Governor Earl Warren has been asked to officially open the link at the ceremonies that will take place at the bridge site south of Army Street on the Freeway.

In addition to the Governor, other dignitaries invited to the opening are: Members of the State Highway Commission, officials of the Division of Highways, state legislators, Mayor Elmer E. Robinson, Chief Administrative Officer Thomas A. Brooks, the Board of Supervisors, other city officials and Chamber of Commerce officials.

Alan J. Lowrey, Chamber President, in issuing the invitations, said, "We are very enthusiastic about the celebration planned for the opening of this most important link in our highway system, and hope that all San Franciscans who find it possible to attend, will do so."



PICTURED ABOVE is a group of Junior Chamber of Commerce members from "Down Under" who made a brief stop-over in San Francisco last week. They were on their way to the International JC's 6th World Congress which opened yesterday in Montreal, Canada, and will continue through June 1.

Greeted at the International Airport by Lenhart Jakell (far right), San Francisco and Na-

tional JC chairman for the Montreal convocation, the group was hosted on a tour of the city.

Australian representatives shown (left to right) are: J. S. Rofferty, L. R. Naylor, J. C. Williams, T. F. Beckwith, and R. R. Lawson, Australian JC president.

Theme of the World Congress is a renewed impetus to the continuing struggle of the JC group against totalitarianism and for the extension of the free enterprise system.

S. F. Per Capita Income Highest In California

Personal net income of San Franciscans amounted to \$832,532,314 in 1949, rating the highest per capita (\$1094) of any County in the State and 1.6 times the California per capita income, according to a report this week by the Chamber's Research Department.

The study, based on the State Franchise Tax Board 1950 Annual Report, just released, reveals also that although San Francisco tax assessments are less than 1/100th of the personal net income, the San Francisco per capita tax assessed amounted to \$10.76—likewise the highest in the State and two times the State per capita tax assessed.

(The State Personal Income Tax is one of the lesser taxes, as California's principal income is derived from the State Sales and Use Taxes, and other sources.)

NET INCOME HIGHER THAN '48

The study further disclosed that the 156,253 tax returns filed from San Francisco were 62,502 more than for the previous year, and Net Income was up \$209,365,779 or 33.6% during the same period.

The net income gains over the previous year were reported in only four groups out of nine groups studied. The incomes reported by the "Under \$5,000 group" (accounting for 8.7% of the total income) were up 137.4%; the "Optional group" (accounting for 27.5% of the total) up 124.3%; the "\$5,000-\$9,999 group" (29.2% of the total) a gain of 17.1%; and the income from the "Non-taxable group" came through with a 296.1% gain.

LOSSES IN SOME GROUPS

Five groups show losses in income as follows: "\$10,000-\$14,999" (6.4% of total income) — a loss of 26.8%; "\$15,000-\$49,999"

Attention, Mr. Sales Mgr.!

According to the San Francisco Regional Service Committee, some San Francisco firms neglect to specify their addresses on invoices and letterheads sent to customers and prospects throughout the Western States. These people have complained that some San Francisco business houses name their city but nothing else—no street address or zone!—necessitating "tedious research."

This might call for some re-examination of your business stationery—with the thought of making life easier for your customers!

(12.2% of total)—15.7% loss; "\$50,000-\$99,999" (3.3% of total income)—23.8% loss; "\$100,000-\$299,000" (2.5% of total)—14.7% loss; and "\$300,000 and Over" (0.3% of total)—69.2% loss.

Two groups, the "\$10,000-\$14,999 and the "\$15,000-\$49,999" (whose incomes as a group were 26.8% and 15.7% below the preceding year) nevertheless paid higher taxes of 17.3% and 15.0% respectively.

The three groups with incomes under \$10,000—the "Optional," "Under \$5,000" and "\$5,000-\$9,999" also reported larger proportional gains in taxes than in incomes.

The total State tax assessed on personal income in San Francisco amounted to \$8,183,000 which by itself is a sizeable amount—but, in relation to total net income, amounts to less than 1/100th of the amounts reported by San Franciscans.

Further details of the study, in chart form, are available at the Research Department, according to Department Manager Ralph Koeber, who made the study.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

SMALL BUSINESS MOBILIZATION GUIDE

A new guidebook, "Mobilization Guide for Small Business," was issued last week by the Defense Production Administration. The 31-page guidebook contains such information as: how to be placed on Government bid lists; how to finance plant construction; how to appeal for "hardship relief" from controls and regulations; and how to get help in obtaining needed machinery and operating supplies. Copies of this useful publication are available at the U. S. Department of Commerce Regional Office, Flood Building, 870 Market Street.

APPLICATIONS FOR EMERGENCY LOANS

The Deputy Administrator of the DPA cautioned last week that many applications for emergency loans for working capital purposes are being improperly filed. The following procedure for such applications should be followed:

1. Defense prime contractors or subcontractors needing working capital loans should seek financial assistance from private lending institutions.

2. If those institutions are unable to extend the required capital without a Federal guarantee, the contractor may then have the lending institution apply for the guarantee through the Federal Reserve Bank in his district.

The Defense Production Act of 1950 authorizes direct government loans only when financial assistance is not otherwise available on reasonable terms.

NPA Order M-60, "MANUFACTURE OF CERTAIN COMPONENTS AND RELATED PRODUCTS," dated May 14, 1951

This order provides for the use of DO-70 to any person scheduling the production of certain items such as abrasives, industrial fasteners, cutting tools, welding rods, speed reducers, etc., during the third quarter of the calendar year. A list of the above order enumerates products and percentages of iron, copper and aluminum available for production of these products.

NPA Order M-61, "MANUFACTURE OF MACHINE TOOLS AND CERTAIN RELATED EQUIPMENT," dated May 14, 1951

This order provides for the use of DO-75 to producers of machine tool and related equipment to assure sufficient production during the third quarter of the calendar year. NPA said it would help eligible purchasers of rated materials find sources of supplies.

Copies of NPA order M-60 and M-61 are available at the Chamber's Industrial Department.

'KOREA, The Chosen Reservoir'

An Address by

MAJOR GENERAL

OLIVER P. SMITH

UNITED STATES MARINE CORPS



OLIVER P. SMITH, USMC

Recently returned from Korea where he has been Commanding General, First Marine Division, this brilliant military leader and strategist will be guest of honor at a special luncheon

WEDNESDAY, JUNE 6 • SAN FRANCISCO COMMERCIAL CLUB

Jointly sponsored by the Club and the San Francisco Chamber of Commerce

"Retreat, ———! We're just attacking in a different direction!" sums up the fighting spirit of the United States Marine Corps in the words of one of its most distinguished leaders—Major General Oliver P. Smith—now on a 30-day leave after commanding the famous First Marine Division in Korea. His terse summation of the battle situation was uttered after he had directed the breakout and subsequent 70-mile march to the seaport of Hungnam when the First Marine Division was surrounded and vastly outnumbered at the Chosen Reservoir. Military leaders have already termed the strategic move one that will be written large in textbooks for future generations of the "Valiant Corps."

A graduate of the University of California at Berkeley, General Smith is a veteran of more than 33 years of Marine Corps service, having first reported for active duty in San Francisco

as a second lieutenant on May 14, 1917. Since then, his duty stations have taken him to Washington, Paris, the Pacific—virtually all parts of the world. During World War II, he commanded the Fifth Regiment on Cape Gloucester in March, 1944, and participated in the Pelelin campaign as assistant division commander. For the joint Army-Marine Corps Okinawa operation in 1945, he served as deputy chief of staff with the Tenth Army. While in Korea, he was awarded the Silver Star for leading the leathernecks in their historic landing on Inchon and spearheading the initial assault on Seoul. Just prior to his departure for home, General Smith was awarded the Korean Order of Military Merit with silver star by the Republic of Korea. The General's medals and decorations also include the Bronze Star, Distinguished Service Cross, Legion of Merit, Air Medal and many others.

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, Calif.

Please reserve _____ place(s) for me at \$2.25 each at the luncheon honoring Major General Oliver P. Smith, Wednesday, June 6, at 12:00 noon, in the Commercial Club.

CHECK
ENCLOSED

Name _____

Firm _____

\$ _____ Address _____

*Please
Make Your
Reservations
EARLY!*

★

Price—\$2.25 a plate
(tax included)

Livestock Award Committee Members Are Appointed

Chamber President Alan J. Lowrey this week appointed 15 California agricultural and business leaders to a Committee that will name the recipient of the Chamber's annual Livestock Trophy.

The award, made each year at the opening ceremonies of the Grand National Livestock Exposition in October, is presented to the individual who has made an outstanding contribution to the development of the livestock industry as a whole or to any of its phases.

A. T. Spencer of Winters, California, was the man chosen last year from those actively engaged in the livestock industry or contributing to it through scientific endeavor.

Committee members named by Mr. Lowrey were:

John E. Pickett, editor, California Farmer; Joe Hart, Modesto; Cedric Cerf, Holt; W. P. Wing, California Wool Growers Association; C. B. Hutchison, Dean, College of Agriculture, University of California, Berkeley; Dr. H. L. Adams, Farm Credit Administration, Berkeley; Porter Sesnon, No. 1-A District Agricultural Association; Vard Shepard, Dean of Agriculture, California State Polytechnic College, San Luis Obispo; Henry Schacht, National Broadcasting Company;

C. U. Duckworth, State Department of Agriculture, Sacramento; Howard A. Miller, Los Angeles Chamber of Commerce; E. W. Stephens, American Meat Institute; Nelson R. Crow, Western Livestock Journal; John Baumgartner, Hollister; Robert R. Lockhart, Bank of America, N.T. & S.A. J. W. Mailliard, III, is the Chairman of the Chamber's Grand National Program Committee.

— Second Century of Progress —

Heavy Production A Year Away, CMP Expert Says

It will be about a year before industry gets into heavy defense production, according to Courtney Johnston, leader of a three-man National Production Authority team in San Francisco last Tuesday to explain the Controlled Materials Plan to Northern California and Nevada businessmen.

"Right now," he said, "industry is in the tool-up stage."

Arranged by the office of John J. Judge, San Francisco regional director of the NPA, United States Department of Commerce, in cooperation with the Chamber, the meet drew 1,600 businessmen to the Commerce High School auditorium here.

Johnson, recently appointed director of the NPA Motor Vehicle Division, feels that "Controlled Materials Plan" is actually a misnomer. In his opinion, "Controlling" Materials Plan would be a more accurate description.

He said that steel, copper and aluminum are being used as a measuring device, and because they are so widely used they become the simplest instruments for programming and controlling the use of other scarce materials.

Johnson explained that because of the control of the three metals, a large measure of the country's economy will be "directly or indirectly under CMP control."

Award Breakfast To End S. F. 'Foto Festival'

San Francisco's colorful "Foto Festival" will end its week-long tribute to the amateur photographers of Northern California with a "First Annual Award Breakfast" to be held in the Whitcomb Hotel's Crystal Ball Room Sunday morning.

Winners in the "Pictures of San Francisco" competition will receive over \$1,000 in prizes at the event at which Mayor Elmer E. Robinson will be the principal speaker. Don Klein, sportscaster for the San Francisco Seals, will be master of ceremonies.

The breakfast will climax a week of events designed for their "picture appeal" and ranging from the demonstrations of lighting and posing of models to an exhibition of diving and swimming at Fleishacker Pool.

Although the official end of the Foto Festival will be marked by the Whitcomb event, the San Francisco Patrol horse group will present a Horse Show and Play Day at the Bereut Equitation Field in Golden Gate Park beginning at 1 o'clock, Sunday afternoon.

The Chamber is one of the sponsors of the Foto Festival, which is under the direction of the San Francisco Recreation and Park Department.

TOURIST AND SETTLER INQUIRIES SERVICE FOR MEMBERS

Your Chamber of Commerce Research Department services between 100 and 200 written inquiries weekly (depending on the season) from prospective tourists and settler interested in this community and area.

Members interested in receiving names and addresses of inquirers, regularly, will be placed on a special mailing list if they send a written request to Research Department, San Francisco Chamber of Commerce.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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SAN FRANCISCO CHAMBER OF COMMERCE

Navy Secretary Delivers Inspirational Message

Secretary of the Navy Francis P. Matthews delivered a message of inspiration for champions of democracy at a Chamber of Commerce luncheon meeting last Friday honoring Armed Forces Day, sponsored jointly by the Chamber and the San Francisco Commercial Club.

"Our aim is to recoup our strength in a well-planned stage-by-stage process, looking backward at each advance to examine our expanding economy, with the goal of being prepared for any eventuality," Matthews told the 400 business, civic and military leaders gathered in San Francisco's Commercial Club.

A standing ovation was given a group of enlisted men, Korean veterans, who were special guests at the luncheon and were introduced by Alan J. Lowrey, Chamber President, who presided at the patriotic event.

— Second Century of Progress —

'Youth-In-Business Day'

Over 1500 high school seniors representing San Francisco's public, private and parochial schools, last Thursday visited 92 business concerns for a first-hand view of our free enterprise system, according to Barton A. Bayly, Chairman of "Youth in Business Day," sponsored by the San Francisco Junior Chamber of Commerce in cooperation with the Board of Education.

Business and professional establishments visited included automobile plants, a sugar refinery, hospitals, TV stations, department stores, and 85 other firms.

Dr. Herbert Clish, Superintendent of Schools, commended the project as "a distinct service on the part of the Junior Chamber of Commerce and all of the participating companies."

Study of Code Urged . . .

(Continued from Page 1)

eminent legal professors, lawyers and judges. Some revisions are still in the course of preparation. The proposed code would repeal all prior inconsistent legislation, including, for example, the Uniform Sales Act, Negotiable Instruments Law, Uniform Trust Receipts Act, etc., in all of the 48 states.

"The bill is obviously of tremendous importance to the business community. It should be carefully studied by individual businessmen and perhaps by some organized study group."



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

San Francisco Is Named New 'Crossroads Of The World'

San Francisco Chamber of Commerce, civic and port authorities this week took a long, serious look at the city's strategic global position and proclaimed San Francisco a new "crossroads of the world." The first expression of the new conception of the city's importance in world trade and travel came in a colorful folder, destined for world-wide distribution, describing San Francisco's international services and facilities.

Produced by the Chamber in collaboration with the Board of State Harbor Commissioners, the dynamic piece of literature is looked on as the spearhead for a new worldwide promotional program showing the significance and capabilities of San Francisco and drawing new industry, trade and financial operations here.

It will be sent to business and trade executives, importers, exporters, chambers of commerce, trade associations and countless others throughout the world.

The campaign, as exemplified by the "Crossroads" folder, proves the importance of the San Francisco Bay Area in the economy of the west and the world. It then shows San Francisco as the "focal point and metropolis of this mighty region" which acts as a "giant funnel" for its economy and, in addition, "sets the pace" itself—as a center of finance, domestic trade, industry, world commerce, transportation and communications. Facilities of the Port of San Francisco are fully depicted.

— Second Century of Progress —

Group Seeks To Salvage Scrap Metal For Defense

Groundwork for an energetic campaign to discover and flush out dormant steel scrap in the interests of the defense and essential civilian programs was laid last week at a meeting of top-ranking steel producers and distributors.

O. L. Pringle, vice president of Columbia Steel Company and chairman of the Scrap Mobilization Committee of San Francisco, explained the program will be executed in cooperation with the San Francisco Chamber of Commerce under plans mapped by the National Production Authority on a nationwide basis.

The plan calls for cooperation by Northern California industrialists in generating steel scrap from their various plants and operations. Dormant scrap was described as obsolete machinery, tools, jigs, dies, fixtures and other equipment for which there is no immediate use except as raw materials for steel mills and foundries.

"Unless dormant scrap is returned through normal channels to the steel mills," Pringle said, "we will be faced with curtailment of open hearth operations at one of the most critical times."

Special Census Areas Set Up For Retail Trade Appraisals

Twenty-eight Census Retail Trade Areas covering the entire city of San Francisco have been approved by the Bureau of the Census, according to Ray S. McConnell, chairman of the San Francisco Census Tract Committee which has been coordinated by the San Francisco Chamber of Commerce. Useful to business and city officials in appraising the distribution of intra-city trade resources, they were designed and recommended by local interests represented on the Committee.

According to an announcement this week, these 28 Census Retail Trade Areas will be perpetuated by the Bureau of the Census and accorded precedence in the tabulation and presentation of retail sales and related information heretofore available only on a city-wide basis. (For the present, such information is available from the Bureau of the Census only on a reimbursable basis.)

The Tract committee, according to its chairman, recognized the importance of establishing the Census Retail Trade Areas so that any firm, individual or agency desiring intra-city information of this character would be in a better position to negotiate directly with the Bureau of the Census for special studies on an individual reimbursable basis.

"Any individual, firm or agency that may have a special need for the 1948 Census of Business data by Census Retail Trade Areas should act immediately to obtain the special tabulations based on the 28 Census Retail Trade Areas," said McConnell.

(Continued on Page 4, Column 1)

— Second Century of Progress —

City, Chamber To Sponsor Freeway Section Opening

Enthusiasm ran high this week in anticipation of the opening Friday, June 1, of the first link in the Bayshore Freeway completed in San Francisco proper.

A colorful ceremony including band music, flying flags and the presence of many prominent state and city officials and other dignitaries has been planned for the official opening to be staged by the San Francisco Chamber and the City and County of San Francisco at a point 100 yards south of 25th and Vermont Streets on the Freeway.

Because of the Chamber's vital interest in the Freeway system, Alan J. Lowrey, Chamber President, has invited all members to attend the ceremonies and "join with 'Mr. and Mrs. San Francisco' in viewing this tangible result of tax dollars well spent."

Predict S. F. Market Will Jump To Fourth In Nation

The San Francisco metropolitan market is scheduled to make a significant advance to fourth place among the nation's 20 leading market contenders by 1960—outdistancing Philadelphia, Detroit and Boston areas during the current decade—if the projections completed recently by Columbia Broadcasting System and reported in the May 7 issue of "Broadcasting" are realized, according to the Chamber's Research Department.

The market study is basically tied in to population within the metropolitan areas and the other market factors within the television range, such as families, retail sales, etc. The ten leading markets, according to CBS, with the projected 1960 rank and the 1950 rank, are as follows:

METROPOLITAN AREA POPULATION	
1960 Rank (Projected)	Current Rank (1950 Census)
1. New York	1
2. Los Angeles	3
3. Chicago	2
4. San Francisco	7
5. Philadelphia	4
6. Detroit	5
7. Boston	6
8. Cleveland	11
9. Washington	10
10. St. Louis	9

(Continued on Page 4, Column 1)

Marine Hero To Speak

San Francisco Chamber members are urged to make their reservations now for the luncheon next Wednesday at the Commercial Club, to be held in honor of Major General Oliver P. Smith—one of the Marine Corps' most brilliant military leaders and strategists.

The hero of the Korean warfront has chosen "Korea, the Chosen Reservoir," for the title of his remarks to be delivered at the luncheon sponsored by the Chamber and Commercial Club.

General Smith is now on a 30-day leave after commanding the famous First Marine Division in the Far Eastern fighting.

Luncheon tickets may be reserved by calling the Chamber, at EXbrook 2-4511.

General Business Activity

Report by the Research Department

TREND

A cross-section view of business activity in San Francisco, based on quantities as well as values, reveals substantial gains over a broad front during April and the first four-month period compared to similar periods last year. April business activity, with an index at 277.4—a new all-time high for April—was 18.5% above April of last year, and the four-month average of 286.3 was 19% above a year ago.

CONSTRUCTION AND REAL ESTATE

San Francisco building permits value in April, boosted principally by non-residential, carried the total to \$5,662,389 or 5.6% above a year ago; but the number of permits—712—was off 16.6%. April permits provided for 187 dwelling units, 25 fewer than March and 104 under last April. Dwelling units in April included 137 single-family units; 18 two-family and 42 multi-family units. Non-residential permits amounting to \$3,184,523 represented a gain of 97.9%. Additions, alterations and repairs amounting to \$950,546 were off 19.2%. The four-months cumulative of 2,901 permits amounting to \$21,642,619 were 7.6% fewer in number, but practically identical in amount, compared to a year ago. The four-months cumulative residential permits value dropped 43.8% but the non-residential value represented a gain of 82.4%; and additions, alterations and repairs, a 48.4% gain.

There were 1,819 real estate deeds recorded during April. Mortgages and deeds of trust numbered 1,483 and amounted to \$16,176,092, bringing the four-months cumulative to 7,171 deeds recorded and 5,832 mortgages amounting to \$56,877,504.

EMPLOYMENT

Employment in San Francisco in April in all major industry groups was well above the same period a year ago and higher than any April since World War II, with the major gains in government and manufacturing fields, according to the C.S.E.S. Up to the present time there has been little activity in private shipyards but the demand has been brisk for workers in Government shipyards engaged in ship repair work. The usual seasonal rise and increased defense spending locally should result in total employment well above the present level, according to C.S.E.S. The local labor supply is reported adequate for any reasonable demands with exception in the highly skilled craftsman and proficient typists and stenographer fields. April placements reported by the San Francisco C.S.E.S. offices amounted to 3,112 persons, of which non-manufacturing accounted for 1,863; contract construction for 311; all manufacturing for 787; and government n.e.c. for 331.

In the San Francisco Bay labor market (6 counties), the estimated persons employed in April amounted 985,600; job opportunities were 6% greater than in the previous month; and during the next four months employment is expected to rise still

higher with the major portion of gains in food processing.

TRADE

Retail department store sales during April, both in San Francisco and the Bay Area, were off 3% but sales for the four-months cumulative were up 13%, according to the San Francisco Federal Reserve Bank. Sales in the Central Valley were off 5% in April but up 14% for the cumulative period; in the State off 4% for April but up 13% for the four months; and the Twelfth District sales were off 2% but sales for the four months were up 14%.

San Francisco independent retail store sales for the first three months were up 11%, according to the Bureau of the Census latest release, with the food group sales up 1%; eating and drinking places, 8%; department stores, 19%; apparel, 15%; furniture-household-radio, 26%; lumber-building hardware, 43%; automotive supplies, 3%; drug stores, 15%; and jewelry stores, 31%.

Pacific Coast wholesaler sales during the first three months led all geographic divisions with a gain of 42% over a year ago compared to 35% in the nation. New England and the East North Central followed the Pacific reporting gains of 39%; Middle Atlantic group 37%; and the Mountain States fourth with 36%. On the Pacific Coast, automotive supply sales were up 52%; electrical 57%; furniture 54%; hardware 79%; industrial supplies 103%; jewelry 76%; lumber 57%; machinery equipment and supplies 102%; plumbing and heating 96%; drugs 30%; dry goods 30%; groceries 15%; meats 35%; paper products 36%; and tobacco products 10%.

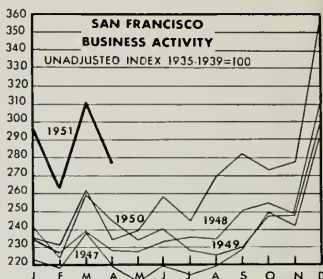
FINANCE

San Francisco April bank debits amounting to \$2,833,801,000 were nearly \$600 million or 26.5% above April last year. Bank clearings rose 33.2%; postal receipts 16.8%; shares traded on the San Francisco Stock Exchange in April numbered 2,186,445 with market value of \$17,886,242; although the number was up 59.2% above a year ago, the market value was off 17.3%. There were nine commercial failures in April with liabilities of \$105,850 and assets of \$30,817. During the first four months there were 34 commercial failures compared to 54 a year ago, according to Dun & Bradstreet, Inc.

MANUFACTURING

Latest reports on the manufacturing industry reveal 174,000 wage and salary workers employed in March compared to 151,000 a year ago. Average weekly earnings amounted to \$70.96 compared to \$65.05 a year ago and average hours worked per week amounted to 39.1 compared to 38.7 last year.

Non-manufacturing industries' average weekly earnings in March compared to a year ago in the retail trade field amounted to \$53.73 compared to \$50.76; in the wholesale field \$71.62 compared to \$66.56; hotels



\$42.50 compared to \$40.68; and laundry, cleaning and dyeing \$47.32 compared to \$47.07.

TRANSPORTATION

April shipments by rail, air and water were considerably higher than last April. The four-month cumulative totals were likewise above last year. Freight car movements were up 28%; San Francisco Airport plane traffic 23.4%; passenger arrivals 32.3%; air mail handled 70.3%; air express 15.6%; air freight 11.8%. San Francisco waterfront during April handled 597,863 revenue tons—33.3% above last April; the coastwise movements were up 42% and foreign 89.4% while intercoastal was off 7.8%. April ship arrivals in San Francisco Bay numbered 373—22.3% above last year.

INTER-CITY TRAFFIC

April Bay Bridge vehicular crossings amounted to 2,409,440, an increase of 2.6%. Golden Gate vehicular crossings amounted to 822,206, a gain of 5.6% over last April. Reports from the Northern California Border Stations indicate that during April 42,219 out-of-State automobiles entered this area carrying 103,497 passengers, also 27,374 passengers entered Northern California on stages.

UTILITIES

In the utilities field in April, electrical energy sales were up 15.5%; commercial and industrial gas sales 6.1%; and commercial and industrial water sales up 2% compared to a year ago, but residential water consumption was off 0.4%.

PURCHASING POWER

The purchasing power of the dollar in the United States has diminished at a rapid rate during the past year. Based on wholesale prices and compared to the 1935-1939 dollar of 100 cents, the purchasing power in February 1951 amounted to 43.8 cents compared to 52.7 cents in February 1950, or a drop of 16.9%. Based on retail food prices it amounted to 44.2 cents compared to 51.2 cents a year ago, or 13.7% below. Based on Consumer Prices, the purchasing power amounted to 54.4 cents compared to 59.6 cents in February a year ago or a drop of 8.7%, according to the latest report released by the U.S. Department of Commerce,

Survey of Business Conditions in San Francisco

April, 1951

BRANCH OF ACTIVITY	APRIL 1951	APRIL 1950	PER CENT CHANGE	FOUR MONTHS 1951	FOUR MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S. F. C. of C. Index 1935-39 Avg. = 100	277.4	234.0	18.5	286.3	240.5	19.0
CONSTRUCTION PERMITS (2)						
Total.....(number)	712	854	-16.6	2,961	3,129	-7.6
Residential, New.....(value)	5,462,389	5,412,549	5.6	21,642,619	21,710,520	-0.3
Dwelling Units.....(number)	132	177	-14.1	654	811	-19.4
Single-family Units-New.....(value)	1,527,320	2,626,018	-41.9	7,236,293	12,866,605	-43.8
Two-family Units-New.....(number)	137	291	-53.7	805	1,131	-28.8
Multi-family Units, New.....(number)	141	141	-2.8	598	721	-17.1
Non-Residential, New.....(number)	18	44	-59.1	69	120	-50.0
Additions, Alterations and Repairs.....(value)	3,184,523	1,669,482	97.9	7,832,443	4,308,502	82.4
Housekeeping Dwellings.....(value)	946	489	94.0	1,175	2,255	-48.1
Residential-Non-housekeeping.....(value)	950,546	1,176,442	-19.2	6,393,883	4,534,783	45.4
Non-residential.....(amount)	404,173	374,522	7.9	1,428,756	1,271,195	12.4
Residential-Non-housekeeping.....(amount)	12,700	27,400	-53.7	169,529	338,350	-69.5
Non-residential.....(amount)	533,673	774,520	-31.1	4,791,698	2,195,511	118.2
REAL ESTATE (3)						
Deeds Recorded.....(number)	1,819	1,770	2.8	7,171	7,374	-2.8
Mortgages and Deeds of Trust.....(number)	1,483	1,423	4.2	5,832	5,789	0.7
Mortgages and Deeds of Trust.....(amount)	16,176,092	10,272,181	57.5	36,877,504	44,233,278	-28.6
RETAIL DEPT. STORE SALES (4) San Francisco.....(index)	248	252	-1.6	285	234	13.2
FINANCE						
Bank Deposits (4).....(\$000)	2,833,801	2,240,453	26.5	11,663,543	9,380,711	24.2
Bank Clearings (5).....(\$000)	2,256,943	1,694,068	33.2	9,016,883	6,686,704	34.6
Postal Receipts (6).....(\$)	2,186,445	1,373,561	59.2	7,840,931	5,124,785	53.0
S. F. Stock Exchange (7).....(shares traded)	17,286,242	20,884,633	-17.3	89,283,635	79,837,835	11.8
COMMERCIAL FAILURES (8)						
Liabilities.....(number)	9	15	-40.0	54	54	-37.0
Assets.....(\$)	105,858	948,468	-88.8	614,900	1,836,684	-66.9
Assets.....(\$)	30,817	791,176	-96.1	254,137	1,289,953	-80.3
MFG. INDUSTRIES - EMPLOYMENT						
BAY AREA (6 Counties) (9)						
Employment.....(number)	174,000(a)	151,000(a)	15.2	173,300(b)	159,500(b)	8.7
Average Weekly Earnings.....(amount \$)	70.96(a)	65.05(a)	9.1	70.74(b)	63.99(b)	10.5
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundering, Cleaning, Dyeing.....(avg. wkly. earnings \$)	47.32(a)	47.07(a)	0.5	47.64(b)	47.38(b)	0.5
Industries In and Out.....(avg. wkly. earnings \$)	71.62(a)	66.56(a)	7.6	71.61(b)	66.49(b)	7.7
Retail Trade.....(avg. wkly. earnings \$)	53.73(a)	50.76(a)	5.9	55.20(b)	51.81(b)	6.5
Hotels.....(avg. wkly. earnings \$)	42.50(a)	40.68(a)	4.5	43.15(b)	41.11(b)	5.0
PLACEMENTS IN S. F. (10)						
Commercial.....(total)	3,412	3,145	8.5	13,405	6,742	99.8
All Other.....(number)	1,204	580	107.6	4,888	2,211	121.1
All Other.....(number)	1,908	1,289	48.0	8,417	4,531	85.8
TRANSPORTATION						
Freight Car Movements (11).....(number)	18,266	14,274	28.0	68,913	54,223	25.8
S. F. Airport Traffic (12)						
Planes In and Out.....(number)	7,778	6,302	23.4	29,884	25,404	17.6
Passengers Off.....(number)	57,274	43,301	32.3	212,340	154,221	37.7
Passengers On.....(number)	56,307	41,307	36.3	214,092	150,726	42.0
Express Shipments (13) Rail.....(number)	2,092,629	1,229,016	70.3	8,333,257	4,704,743	77.0
Air.....(number)	644,483	557,352	15.6	2,518,712	2,040,291	23.6
Air Mail Loaded and Unloaded (12).....(lbs.)	2,451,719	2,178,119	11.8	11,049,212	8,216,612	33.5
Express Loaded and Unloaded (12).....(lbs.)	118,214	132,530	-10.8	486,473	574,105	-15.3
Air Freight Loaded and Unloaded (12).....(lbs.)	14,940	17,752	-15.8	69,823	68,253	2.3
WATERBORNE COMMERCE (Bay Region)						
Vessel Arrivals with Cargo (14).....(net registered tons)	597,863	448,421	33.3	2,311,294	1,945,237	18.8
Vessel Departures with Cargo.....(number)	13,035	9,181	42.0	47,829	37,056	29.1
Imports-Value (15).....(millions of dollars)	48,188	52,282	-7.8	203,536	207,338	-1.8
S. F. PORT-REVENUE TONS (22)						
Utilities.....(k. w. hrs.)	238	206	15.5	246	227	8.3
Electric Energy Sales (16).....(cu. ft.)	1,316,017,600	1,240,142,900	6.1	5,714,831,800	5,097,878,300	12.1
Water Consumption-Residential (17).....(cu. ft.)	98,399,000	98,772,000	-0.4	382,436,000	402,405,000	-2.6
Commercial and Industrial.....(cu. ft.)	2,409,440	2,349,038	2.6	6,719,000	398,289,000	3.2
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (1).....(number)	152,485,000	149,430,000	2.0	2,960	2,733	8.2
Bay Bridge Vehicle Crossings (18).....(number)	1,202	525	45.7	9,542,744	8,900,711	7.2
Golden Gate Bridge Crossings (19).....(number)	822,206	778,549	5.6	3,081,708	2,730,136	12.9
DAILY RECEIPTS (20)						
Butter.....(pounds)	2,436,627	2,382,228	2.3	9,906,131	7,726,658	28.0
Cheese.....(pounds)	1,499,619	1,048,532	43.0	6,072,207	6,777,544	-10.4
Eggs.....(cases)	101,359	72,392	41.5	413,172	334,617	27.2
Poultry, Dressed.....(pounds)	816,619	756,406	8.0	5,246,840	3,673,578	43.0
Fruits and Vegetables (20).....(carlots)	1,753	1,615	8.5	6,703	6,333	5.0
LIVESTOCK SLAUGHTER (20)						
Cattle.....(total number)	132,793	132,211	15.6	534,136	562,772	-5.1
Calves.....(number)	28,383	28,952	-7.4	120,652	117,508	2.4
Sheep and Lambs.....(number)	6,945	8,616	-24.2	24,452	38,776	-36.9
Hogs.....(number)	76,809	59,415	29.3	228,213	227,605	0.3
Hogs.....(number)	40,056	37,228	7.6	157,911	178,882	-11.7
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food.....(index)	241.7(a)	210.5(a)	14.8			
Apparel.....(index)	199.3(a)	181.4(a)	9.9			
Rent.....(index)	122.8(a)	122.8(a)	0.0			
Fuel, Electricity and Ice.....(index)	92.0(a)	84.5(a)	8.9			
House Furnishings.....(index)	179.0(a)	159.3(a)	12.4			
Miscellaneous.....(index)	173.5(a)	166.9(a)	4.0			
All Items.....(index)	188.7(a)	172.9(a)	9.1			

*New series; (a) March comparison latest available; (b) 3 month average.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car & Druggery Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) Marine of Employment; (15) Bureau of the Census, U. S. Dept. of Commerce; (16) Pacific Gas & Electric Co.; (17) Water Dept., City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Dept. of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Industrial Expansion Of \$8,666,500 For April; More Than Third-Million In San Francisco Alone

Capital invested in manufacturing plants and equipment throughout the 12-county San Francisco Bay Region for the month of April reached a total of \$8,666,500 of which \$368,000 was invested in eight separate developments in San Francisco, according to the latest survey by the Chamber's Industrial Department.

Total Northern California industrial developments—including the eight in San Francisco, 32 in the other 11 Bay Area counties, and six outside the 12-county region—reached an investment value of \$12,521,500.

The following significant projects, included in April's totals, indicate the volume and diversity of Bay Region industrial development.

Western Frontier Engineering and Dry Dock Company has leased the building at 1100 Battery Street, San Francisco, from the Navy. The company expects to be in production by June 1, turning out machine parts for Nordstrom Valve Co., Enterprise Engine, and Menasco.

Retail Census Areas Set Up

(Continued from Page 1)

nell, "as the Committee has just received word from the Bureau of the Census that time is drawing to a close when such information can be developed from the 1948 Census of Business on a reimbursable basis by the Bureau of the Census."

The San Francisco Census Tract Committee was created with the help and guidance of the San Francisco Chamber of Commerce and the Census Tract Key Person. The Committee functioned as an autonomous body in developing its recommendations to the Bureau of the Census. A small technical sub-committee was specifically charged with developing the basic facts for the Committee.

Predict Big Jump For S. F.

(Continued from Page 1)

Research Department Manager Ralph Koeber pointed out that, according to the United States Business Census, the San Francisco Metropolitan Area's retail sales amounted to \$2.4 billion; wholesale sales \$5 billion; service establishments \$207 million; and the value added by manufacturing to \$1 billion. Further, the San Francisco Metropolitan Area is one of the strategic production and distribution centers of the West and has the advantage of vital resources including industry, commerce, trade, agriculture and practically all of the elements that make up the American economy.

The Sun Tube Corporation, a subsidiary of Bristol-Meyers Co., expects to be in production in its new quarters by July 1. The plant, formerly occupied by The Rough Rider Manufacturing Co., will be used to manufacture collapsible metal tubes used for tooth paste, shaving cream and similar items.

Western Gear Works has broken ground at its 14-acre site at Belmont for construction of a two-million dollar plant to be in operation late this year. The plant, to be known as Western Gear Works, Belmont Plant, will manufacture special gear drives for new type vehicles in the Army's land tank program.

Cumulative totals for 1951, through April, are:

San Francisco			
8 New plants	\$ 152,000	100 Jobs	
26 Expansions	1,202,700	164 Jobs	
34 Projects	\$ 1,354,700	264 Jobs	
Bay Region (12 Counties)			
36 New plants	\$ 9,283,500		
157 Expansions	29,716,700		
193 Projects	\$39,000,200		
Northern California (48 Counties)			
42 New plants	\$13,771,500		
172 Expansions	35,549,700		
214 Projects	\$ 49,321,200		

— Second Century of Progress —

Chamber Opposes Plan For St. Lawrence Waterway

In a reiteration of the Chamber's position on the St. Lawrence Waterway legislation still before Congress, Walter A. Rohde, Transportation Department Manager, has written to the entire California Congressional delegation asking that they act in the negative on the several joint resolutions concerned with the matter.

Acting on the recommendation of the Shippers and Carriers Traffic Committees and with the approval of the Chamber's Board, Rohde said:

"We believe the cost is underestimated and that it would be over a billion dollars. Furthermore, the 27-foot depth now planned would permit only 4 per cent of our vessels to use it and then, for only seven months of the year. Further, the dams and locks could easily be destroyed by bombing."

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

USE OF DO-97 RATINGS—AMENDMENT

The National Production Authority has adjusted limitations on the use of DO-97 for maintenance, repair, and operating supply items to compensate for increased prices and accelerated programs.

The action, an amendment to NPA Regulation 4, permits use of DO-97 rating for up to 120 per cent of the amount spent on such MRO items during the base period. The previous limit had been 100 per cent.

In addition, the order amended Regulation 4 as follows:

Any organization that uses DO-97 to get 20 per cent or less of its quarterly quota will also be permitted to purchase an unlimited MRO total without use of the rating, subject to inventory and use regulations as provided by NPA.

COMPLIANCE SURVEY

The Compliance Division of the National Production Authority, U. S. Department of Commerce, is sponsoring a four-week survey of representative cross sections of approximately 800 different industries and trades to determine the degree of compliance with NPA Regulation 4 concerning procurement of MRO supplies.

The purpose of the survey will be to test effectiveness and degree of understanding of Regulation 4 and its related orders, Regulation 1 and Regulation 2.

ACCELERATED TAX AMORTIZATION CERTIFICATES

According to the latest Defense Production Administration release, the following California firms have been granted certificates for rapid tax write-off over a five-year period:

Company	Production or Service	Amount Eligible
Cutter Laboratories	Penicillin	\$146,588
Berkeley		
Cutter Laboratories	Dried human plasma	90.73
Berkeley	and blood fractions	268.57
Caelina Farms Gin	Cotton and Cotton seed	95.00
Kern County	Aircraft parts	95.00
Wells Aircraft Parts Co.		
Los Angeles	Electrical relays	87.81
Advance Electric and Relay Co.		
Burbank	Ferrie sulfate	147.20
Staufer Chemical Co.		
Richmond	Sulfuric acid	114.00
Staufer Chemical Co.		
Compton	Transportation	239.50
Tank Barge, Inc.		
San Francisco	Ordinance parts	119.37
Drugs Bros. Mfg. Co.		
Oakland	Ordinance components	15.86
Beckman & Whitley, Inc.		
San Carlos	Sieve bushings	62.01
Kingwell Brothers. Ltd.		
San Francisco		

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WALTER J. BROWN, Editor

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Redding To Be Visited By Inter-City Committee

Plans were being readied this week for the third San Francisco Chamber of Commerce trade trip of the year.

Members of the Chamber's Inter-City Committee will leave on the morning of Tuesday, June 19, by the Shasta Daylight train for a one-day visit to the Redding-Shasta Dam area.

Program Chairman for the trip will be Claude E. Peterson, vice president, System Passenger Traffic, Southern Pacific Company.

"We are making this trip," Peterson has said, "first, because it has been more than ten years since a group from the San Francisco Chamber has visited the area and reminded the businessmen of the Redding area of our interest in this progress. Secondly, in a few weeks another major portion of the Central Valley Project will come into operation, and it is appropriate for us to indicate our interest in the benefits of the project. Thirdly, it is a good preliminary to our plan for a 'Sacramento Valley Days' in September of this year."

The visiting Chamber members will spend the afternoon inspecting Shasta dam and that evening will attend a no-host dinner and reception with the members of the Redding Chamber and the Shasta Cascade Wonderland Association.

— Second Century of Progress —

Bay Area Electronics Pool Seeks Defense Orders

A group of 15 electronic manufacturers who have pooled their efforts under the title of Bay Area Electronic Resources are now actively at work in this region promoting defense contracts in the communications field.

According to John M. Kaar of Kaar Engineering Company, president of Bay Area Electronic Resources, the formation of B.A.E.R. was an outgrowth of an effort by the Electronics Section of the San Francisco Chamber of Commerce's Industrial Development Committee to see that more defense business was channeled to small manufacturers.

The group's goals are (1) to accept larger contracts, jointly, than would be possible by individual member firms, and (2) to create an awareness by procurement officers of the skills and production facilities available in small electronic firms of the area.

The group is now meeting regularly in the Chamber's offices to exchange information among the member firms. In the near future, it will publish and circulate a "Composite Facility Report" among government

(Continued on Page 4, Column 1)

Chamber Will Sponsor Meet To Help Clarify Fair Trade Practices Issue

In an effort to help dispel confusion regarding the Fair Trade Practices Act, the San Francisco Chamber of Commerce this week arranged for a special meeting to be held on Thursday, June 14, to clarify questions of price-fixing and price-cutting in the minds of local businessmen.

Spearheaded by the Chamber's Retail Merchants Association, plans call for the meeting to be held at 3 p.m. in the auditorium of Pacific Gas & Electric Company, 245 Market Street, with Stanley A. Weigel of the law firm of Landels and Weigel as principal speaker.

Ready For Contest



Selected as "Miss San Francisco" to represent the city in this weekend's competition at Santa Cruz for the title of "Miss California," Barbara Huffman is shown above with Chamber General Manager G. L. Fox (left) and Austrian Consul Karl Christian Weber, manager of the Hotel Whitcomb. The occasion was the first award breakfast of the San Francisco "Foto Festival" held recently at the Whitcomb. Miss Huffman left this morning for the state competition which will be based on "beauty, character, personality and talent." She majored in voice at City College and resides at 2434 - 45th Avenue.

Mr. Weigel, author of "The Fair Trade Acts" published in 1938 and reprinted in 1939, is one of the attorneys who took the matter of constitutionality of the non-signer clause of the Fair Trade Act before the California Supreme Court and the United States Supreme Court. Since 1933 Mr. Weigel has specialized in fair trade work and is Western Counsel for a large number of national manufacturers.

The attorney will deliver a 30-minute talk on the U.S. Supreme Court's decision, May 17, that retailers are not bound to price-fixing agreements they have not signed and on general aspects of the fair trades problem. He will then conduct a question-and-answer period, during which these questions are expected to be answered:

Is the non-signer clause really invalidated by the Supreme Court decision? What can be done to change the effect of the decision? If the decision stands, is California's Fair Trade Act unenforceable? Are California retailers headed for continued price wars? What can a trademark owner do in the present legal status? Can a trademark owner prevent his product

(Continued on Page 4, Column 2)

— Second Century of Progress —

Major General O. P. Smith Describes Korea Fighting

Stripped of all its fictional anecdotes, the story of the Marine Corps First Division's Chosin operation—the unit's breakout and 70-mile march from surrounded positions at the reservoir to the seaport of Hungnam—took on a new, dramatic meaning when told in full detail by Major General Oliver P. Smith yesterday at the Commercial Club.

Smith, the First Division's Commander in Korea, was the honored guest speaker at a joint Chamber-Commercial Club Luncheon, held at the Club.

Starting with a brief description of how the division first arrived at the reservoir, and continuing with a chronological listing of the events that made up the 13-day operation, General Smith transferred his audience to the scene of battle with a few well chosen phrases. He kept them there with a bit of "stark reality."

The General is on a 30-day leave in this area.

Clinic For Sub-Contractors In Oakland Next Week

Governor Earl Warren will be the principal speaker when 5,000 representatives of small business concerns from California and adjacent areas gather, June 12, in Oakland for the first session of a four-day Sub-Contractor Assistance Clinic.

Staged at the Oakland Exposition Building, 9th and Fallon Streets, the Clinic will be conducted by the Armed Forces Regional Council in cooperation with various sponsoring agencies of which the San Francisco Chamber is one.

It will afford the military services an opportunity to expand their procurement base, and, in a "double barrelled effect," will help acquaint prime contractors and sub-contractors with services offered in complementary fields.

'Cable-Car Week' Saluted At Emporium Dept. Store

In celebration of the first annual Cable Car Week, proclaimed by Mayor Elmer Robinson for June 3 through 9, The Emporium this week is saluting the squat little hill-climbing car which is a landmark unique to San Francisco.

A window display featuring cable car models tells of the struggle by the Citizens Committee To Save The Cable Cars to retain the city's prime tourist attraction. The display also introduces the new book about the era when the horse cars gave way to the cables, "Cable Car Carnival," by Lucius Beebe and Charles Clegg.

A musical bandstand show on Monday evening under the "Big E" dome, recaptured the gaiety and the costumes of the Barbary Coast. Cable car employees from both the California and Municipal lines took part in a bell-ringing contest.

Standard Oil Company's documentary on the little streetcars—a new motion picture in sound and color entitled "San Francisco's Ageless Cables," will be shown again in The Emporium's auditorium at 2:30 p.m. tomorrow. This is a public service of The Emporium's participation in Cable Car Week, for which there will be no admission charge.

Booklets telling the story of the full-size car from the California Street line—which is on permanent display on the store's roof—are being distributed throughout the week's celebration.

— Second Century of Progress —

Radar Installed In Tugs

Santa Fe has added the use of radar to its tug and barge fleet operating on San Francisco Bay, enabling navigation in fog, rain or darkness where visible contact is difficult or impossible. The radar, it is claimed, will pick up any surface object within a range of 75 yards minimum to 20 miles maximum. Santa Fe operates four steam-powered tugs in freight service between Richmond and San Francisco, Oakland, Alameda and Tiburon. Nine other tugs bring its Bay fleet to a total of 13.



AJA VRZANOVA, 19-year-old Czechoslovakian skater and 1950 world women's figure skating champion (above) is one of many new stars in the "Ice Follies of 1951" which opens its "shortest ever" run at Winterland on June 20. A San Francisco show—produced and rehearsed here for its yearly nationwide tour—the production, this year as always, is expected to draw thousands of out-of-towners to San Francisco for its short run.

Crowds Attend Opening Of New Bayshore Link

Four hundred San Franciscans gathered last Friday morning under a warm June sun to witness a ceremony marking the opening of the first completed link of the Bayshore Freeway system within the city—a 1.3 mile length of highway between Army Street and Alemany Boulevard.

Mayor Elmer E. Robinson cut a ribbon stretched across the modern project and a caravan of 60 automobiles carrying city, adjacent county, state and chamber of commerce officials and members of the general citizenry, moved over the new roadway.

Alan J. Lowrey, San Francisco Chamber President, presided at the ceremony, jointly sponsored by the Chamber and the City.

S. F. Equipment Firm Plans Larger Quarters

The A. Lietz Company, manufacturer and distributor of engineering, surveying and draftsman's supplies and equipment, plans to transfer its head office operations to larger quarters at 840 Post Street, according to an announcement this week by F. L. Frizzell, the firm's general manager.

With offices in San Francisco and Los Angeles, the firm was founded in 1922. Operations in Los Angeles have just been extended by acquisition of a new sales room. The new location in San Francisco is a one-story building with customer parking space and will allow more efficient and economical operation, according to Frizzell.

— Second Century of Progress —

L. A. Firm Establishes Here

The Arcadia Metal Products Company, Los Angeles County manufacturers of modern sliding glass doors, has just established a factory branch office in San Francisco at 715 Bryant Street to handle the firm's business in the entire Northern California area.

According to Lewis M. Holland, Manager of the Chamber's Industrial Department, the Chamber was helpful in the initial stages of the company's investigations regarding the establishment of a branch office here.

Holland also stated that Byron Nelson, Northern California representative of the firm, has expressed the opinion that the company may ultimately establish a branch factory operation in San Francisco.

— Second Century of Progress —

Masonry Firm 50 Years Old

William A. Rainey & Son, 323 Clementina Street—said to be the oldest masonry contracting firm in Northern California—is celebrating its golden anniversary by publication and distribution of a colorful booklet illustrating the progress of the company and the masonry industry for the past 50 years.

Copies of the booklet, "Fifty Years of Fine Masonry," are available to architects, engineers, general contractors and others.

Revised Sections of Business Survey For April, 1951

(Editor's Note: The following sections of the April Survey of Business appearing in the May 31, 1951 issue of BAY REGION BUSINESS should have been printed as shown below.)

BRANCH OF ACTIVITY	APRIL 1951	APRIL 1950	PER CENT CHANGE	FOUR MONTHS 1951	FOUR MONTHS 1950	PER CENT CHANGE
TRANSPORTATION						
Freight Car Movements (111)..... (number)	18,266	14,274	28.0	68,913	54,223	25.8
S. F. Airport Traffic (12)..... (number)	7,778	6,302	23.4	29,884	25,040	17.6
Planes In and Out..... (number)	57,274	43,301	32.0	212,340	154,221	37.7
Passengers Off..... (number)	56,309	41,507	35.7	214,092	150,726	42.0
Passengers On..... (number)	2,092,629	1,229,016	70.3	8,335,237	4,704,743	77.0
Air Mail Loaded and Unloaded (12)..... (lbs.)	644,483	587,352	13.2	2,518,122	2,290,121	23.6
Air Freight Loaded and Unloaded (12)..... (lbs.)	2,431,762	1,279,119	11.8	11,049,273	5,726,612	74.0
Express Shipments (13) Rail..... (number)	118,214	132,530	-10.8	486,473	574,105	-15.3
Express Shipments (13) Air..... (number)	14,940	17,752	-16.8	69,823	68,253	2.3
PORT OF SAN FRANCISCO (114)						
Total..... (revenue tons)	597,863	448,421	33.3	2,311,294	1,945,257	18.8
Coastwise..... (revenue tons)	13,055	9,181	42.0	47,829	37,056	29.1
Intercoastal..... (revenue tons)	48,188	33,282	44.8	203,536	207,338	-1.8
Foreign..... (revenue tons)	319,590	168,609	89.4	1,173,606	774,887	51.4
CARGO VESSELS (S. F. Bay) (115)						
Arrivals..... (number)	373	305	22.3	1,435	1,205	19.1
Departures..... (number)	375	313	19.8	1,477	1,216	21.5
UTILITIES						
Electric Energy Sales (k.w. hrs.) (16)..... (index)	238	206	15.5	246	227	8.3
Industrial & Commercial Gas Sales (16)..... (cu. ft.)	1,316,017,600	1,240,142,900	6.1	5,714,831,800	5,097,878,300	12.1
Water Consumption—Residential (17)..... (cu. ft.)	98,399,000	98,772,000	-0.4	392,436,000	402,405,000	-2.6
Commercial & Industrial..... (cu. ft.)	152,485,000	149,430,000	2.0	617,610,000	598,289,000	3.2
NEW DEVELOPMENTS						
Traust & Settler Installations (11)..... (number)	1,202	825	45.7	2,960	2,735	8.2
Bay Bridge Vehicle Crossings (18)..... (number)	2,409,440	2,349,038	2.6	9,542,744	8,900,717	7.2
Golden Gate Bridge Crossings (19)..... (number)	822,206	778,549	5.6	3,081,708	2,730,196	12.9

"World Production, or World Conflict?"

An Address by

NELSON A. ROCKEFELLER

Chairman,

International Development Advisory Board

One of the country's outstanding experts on Inter-American affairs, Mr. Rockefeller will be in Northern California June 18-20 to address the Third Stanford Conference on Latin America at Stanford University. While in this area, he will speak before Chamber and Commercial Club members at a special luncheon to be held at the...



NELSON A. ROCKEFELLER

SAN FRANCISCO COMMERCIAL CLUB

Wednesday, June 20 — 12:15 P.M.

Sponsored by the Club, the San Francisco Chamber of Commerce, and the World Trade Association

The second son of John D. Rockefeller, Jr., Nelson Rockefeller graduated from Dartmouth College in 1930 and shortly afterward took his first position as a clerk in the Chase National Bank in New York City. He later joined Rockefeller Center, Inc., as a director in charge of real estate and renting, serving as president from 1938 to 1945. He was re-elected president of the Center in May, 1948 and since October, 1945 has also been chairman of the board.

Under President Roosevelt's administration he served as Coordinator of Inter-American Affairs. From December, 1944 to August, 1945 he was Assistant Secretary of State in charge of relations with the American Republics.

Mr. Rockefeller is president of International Basic Economy

Corporation and the American International Association for Economic and Social Development—two corporations established for the purpose of helping to raise standards of living in under-developed areas of the world. He is also president of the Museum of Modern Art in New York, and a trustee of Dartmouth College and the Committee for Economic Development.

In November, 1950, President Truman appointed Mr. Rockefeller chairman of the International Development Advisory Board, charged with the task of recommending general policy toward under-developed areas. In March, 1951, the Board published its report to the President, "Partners In Progress," defining the requirements for private capital and public funds in expanding world economy.

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, Calif.

Please reserve.....place(s) for me at \$2.25 each at the luncheon honoring Nelson A. Rockefeller, Wednesday, June 20, at 12:15 p.m., in the Commercial Club.

CHECK Name.....
ENCLOSED Firm
\$ Address.....

*Please
Make Your
Reservations
EARLY!*

★
Price—\$2.25 a plate
(tax included)



PICTURED ABOVE is the architect's conception of the new KSFO-KPIX radio and television studios now under construction on Von Ness Avenue at Greenwich Street. The modern plant is the first on the West Coast specifically designed for television, and will be put into service early in December of this year, according to Philip G.

Losky, vice president and general manager of both stations. It will be three stories in height and will house three large television studios for KPIX, four radio studios for KSFO and general business offices. Anticipated cost is one-half million dollars.

'Styles To Be Plentiful' At Western Summer Mart

Cutbacks in many raw materials will not be so severe as to hamper designs from a fashion standpoint.

This prediction was made this week by Marion West, market analyst, as she announced that the new merchandise to be shown at the Western Merchandise Mart during the San Francisco Summer Market, July 16 through 20, will reflect the continuing trend toward "styling-up" which has been receiving increasing emphasis during the past few years.

Miss West did take note of increasing government regulations and growing shortages of critical materials, but announced that the showings in hardware, furniture, fabrics, carpeting and other home products will still be sufficiently in evidence to give buyers a good selection.

Pool Seeks Defense Work

(Continued from Page 1)

purchasing officers and prime contractors. B.A.E.R., Kaar revealed, hasn't overlooked the advantages of direct contact with Washington officialdom. Members, when representing their individual firms in the capital, will also promote the activities of the pool in an attempt to secure contracts for the members, individually or collectively.

In addition to Kaar, the group's officers are: Clayton F. Bane, vice president, and E. R. Vinson, secretary-treasurer.

Directors for the organization are: Roger W. Bunce, II-K Communication Equipment Division of the Robert Dollar Co.; Hugh B. Fleming, K-F Development Company, and Sidney S. Konigsberg, Applied Electronics Company.

Member firms of B.A.E.R. are: Sargent-Raymont Co.; Commercial Electronics, Inc.; E. R. Vinson Company; Applied Electronics Company, Inc.; II-K Communication Equipment Division of the Robert Dollar Co.; Clayton F. Bane Co.; Annex Electric Corporation; Electronic Engineering Associates; Hurdless Laboratories; Hirdsell Mfg. Co., Inc.; Thor Transformer and Electronics, Inc.; Kaar Engineering Company; Lenkurt Electric Co., Inc.; Imperial Television and K-F Development Co.

Business, Civic Leaders Laud 'Crossroads' Folder

San Francisco's newest promotional folder, "Crossroads of the World," was acclaimed last week by Bay Region civic and commercial leaders as the first production of its kind to consolidate the area's business and economic advantages into such concise presentation for use by shippers and other business persons throughout the world.

Spoken of as an "important step" in the enhancement of San Francisco's and the Bay Region's position in trade areas of the world, the colorful folder is now the spearhead for a worldwide mail campaign designed to promote trade through the Golden Gate.

Close to 2,000 have already been sent for distribution through the eastern part of the United States. The Chamber's World Trade Department is effecting an overseas mailing wherein business and trade executives, importers, exporters, chambers of commerce and other agencies abroad will receive the new promotional piece. In addition, the Board of State Harbor Commissioners will use the folder in its own mailing to U.S. traffic managers and others to increase port business.

Fair Trade Act Meeting

(Continued from Page 1)

from being used as a "leader" or "bait" in advertising? What about so-called independent retailers?

Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department—who is staffing the meeting in the absence of David P. Street, Retail Merchants As-

Hitting The HIGH SPOTS

with Walt Brown

Constant plugging by the Chamber and others for competitive export rail rates from east-of-Denver points (to attract export commerce through the Port of S.F.) paid off recently when local rail officials advised Walter Rohde, Mgr. of the Chamber's Trans. Dept., of the establishment of an export rate which will aid Pacific Coast ports to meet Gulf port competition. The approved export rate is 89 cents per 100 lbs. on soybean oil meal from midwest origin to Pac. Coast ports destined for the Far East...

Strachan Machinery Co. announces its appointment as exclusive distributor in Calif. for Throwaway Detachable Rock Bits manufactured by the Throwaway Bit Corp., of Portland, Ore. The bits are used extensively in mining, quarrying and construction... Andre Paper Box Co. of S.F. and Chicago has been cited for building one of 1951's "significant new industrial plants" by editors of Factory Management and Maintenance Magazine, New York. The award was given for the firm's big new plant in San Leandro—one of 10 new structures cited in the U.S. and Canada...

Richard W. Owens, newly appointed Director of the California State Chamber's Agricultural Department, will be guest speaker at the S.F. Chamber's Agricultural Comm. meeting scheduled for June 12... Members of the Chamber's Chemical Industries Section will make a field trip, June 13, to Stanford Research Institute, Owens Corning plant in Santa Clara and International Minerals & Chemical Co. in San Jose... Gordon Granitis is new mgr. of Advertising, Promotion and Publicity for KGO and KGO-TV. He replaces old-timer Maury Boker who is now in the S.F. office of BBD&O...

Golden Gate College will continue its evening Industrial Mobilization program at the opening of the regular summer semester, June 18, Joseph M. Trickett, academic vice pres., announces... More than 150 employees of the San Francisco Glass Co. were awarded gold pins for "faithful service" by Manager W. H. Appleton, Sr., recently, D.A. Tom Lynch, acting for Mayor Robinson, made the presentations... Two students from Lincoln High were so impressed by their recent "Youth In Business" Junior Chamber-sponsored tour of the Fairmont Hotel that they enrolled in a hotel and restaurant course at City College.

Recent new business addresses: India China Trading Co., 742 Market; Crane Chemical Co., 24-Bth St.; Miron Grossman—543 Mission; N. Clark & Sons Division of Pacific Clay Products—1823 Egbert Ave.; South-Western Publishing Co., 1300 Howard St.

ociation Managing Director—said today that businessmen may send to him (at the Chamber, 333 Pine Street) specific questions they want answered at the meeting.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Foreign Trade Zone Is Three Years Old



SAN FRANCISCO'S Foreign Trade Zone began its fourth year of operation this week, and marking its third birthday Sunday was the operation shown above—the largest "manipulation" ever experienced at the Zone. It is the sorting, grading and re-bundling of 200 tons of hides which recently arrived from Australia.

Workers are shown in the picture above shaking rock salt preservative from the green hide prior to inspection. Most of the hides will be converted for Bay Area shoe and leather goods manufacturers. Shown in the background are Jean Bercut, examiner; M. E. Hulst of Hulst Import Co., Vice Chairman of the Chamber's World Trade Department Foreign Trade Zone Committee; Alvin C. Eichholz, World Trade Department Manager; James Campbell, Superintendent of the Zone, and Paul Aher, Deputy Collector of Customs at the Zone.

Campbell reports that \$15,828,530 worth of merchandise has passed through the Zone since

its opening on June 10, 1948. This value of goods has appeared in 1,831 separate "lets" with a total tonnage of 28,594.

"Interest in shipping through the Port of San Francisco because of the Zone's advantages," Campbell said, "is constantly growing. This past year has seen trade of comparable volume with the year before, in spite of restricted trade with China."

Campbell pointed out that the Zone needs more space and is currently awaiting completion of Mission Rock Terminal administration quarters, at which time there will be a "re-shuffling" along the port which will open up sheds A and C on the Zone's present location, Pier 45.

The Zone, one of six in the country, is a facility offered foreign traders which allows goods to be brought in, exhibited, manufactured, processed or manipulated, and prepared for re-shipment or trans-shipment—free of all customs formalities.

Fair Trade Acts Meeting Today

San Francisco retailers, wholesalers, manufacturers, distributors and all other interested businessmen are invited to attend this afternoon's special meeting on the Fair Trade Acts to be held at the Pacific Gas and Electric Company, according to Ray S. McConnell, President of the Chamber's Retail Merchants Association, who will chairman the event.

Opening at 3 p.m. in P. G. & E.'s auditorium at 245 Market Street, the meeting's purpose is to clarify the present status of the Fair Trade Acts for the benefit of businessmen whose pricing policies have been altered by the recent Supreme Court decision.

Speaker at the gathering, which is designed to be productive of information and help, rather than of debate, is Stanley A. Weigel of the law firm of Landels and Weigel. Author of a book, "The Fair Trade Acts," and specialist in fair trade work for a number of years, Weigel will speak on pricing agreements and on general aspects of the fair trade situation.

Those in attendance may submit written questions which, following his address, Weigel will answer to the best of his ability. Some questions expected to be clarified are: If the Supreme Court decision stands, is California's Fair Trade Act unenforceable? Is the non-signer clause really invalidated by the decision? What can a trademark owner do under present conditions?

— Second Century of Progress —

Nelson A. Rockefeller To Speak At Chamber Meet

"World Production, or World Conflict?" is the thought-provoking subject to be treated by Nelson A. Rockefeller, International Development Advisory Board Chairman, in his address before a special Chamber-World Trade Association luncheon meeting to be held in the San Francisco Commercial Club next Wednesday, June 20.

Mr. Rockefeller, considered by many to be one of the country's outstanding experts on Inter-American affairs, will be in Northern California June 18-20 to address the Third Stanford Conference on Latin America at Stanford, and while in this area will make the luncheon appearance.

In addition to heading the International Development Advisory Board, Mr. Rockefeller is president of the International Basic Economy Corporation and the American International Association for Economic and Social Development—two corporations established for the purpose of helping to raise standards of living in under-developed areas of the world.

San Franciscans May Become Arabian Horse Show Center

Possibilities of San Francisco becoming the site of the world's largest annual All-Arabian Horse Show, attracting exhibitors and champion horses from many parts of the globe, were revealed by Stephen Kramer, Pacific Gas & Electric Co. engineer, at a meeting of the Chamber's Agricultural Committee at the Fairmont Hotel on June 12.

Kramer is chairman of the Second Annual All-Arabian Horse Show to be held August 4 and 5 at the Cow Palace under auspices of the Arabian Horse Association of Northern California.

"If San Franciscans, by their attendance and support, reveal sufficient interest in

T. A. Brooks Honored At Chamber Luncheon

Thomas A. Brooks, Chief Administrative Officer of the City and County of San Francisco, will be honored on the occasion of his 65th birthday at the joint luncheon meeting of the Chamber and the Commercial Club to be held at the Club Wednesday noon, June 20.

Alan J. Lowrey, Chamber President, will be chairman of the day and pay tribute to San Francisco's honored official.

Reservations may be made through the Chamber, 333 Pine Street, telephone EXbrook 2-4511.

(Continued on Page 4, Column 1)

Cruisin' Up The River . . . Sacramento Bound



ON THEIR WAY up the Sacramento River to their recent goodwill trade visit in the Stockton-Sacramento area, the corefree sailors shown above were photographed by Chamber President Alan J. Lowrey (who, in addition to being a good sailor himself, is also a crack amateur photographer). Members and associates of the Chamber's Inter-City Committee which is doing such good work to cement trade relations between San Francisco and nearby areas, the group includes: TOP ROW, LEFT TO RIGHT—

Lloyd Yoder, Rear Admiral B. J. Rodgers, Lt. W. A. Cooper and Charles F. Lowrey (President Lowrey's son); MIDDLE ROW, LEFT TO RIGHT—W. C. Toit, J. E. Bettencourt, Frank Timberlake, Lester Jervis and Karl Payne; FRONT ROW, LEFT TO RIGHT—W. A. McAfee, Roy Cole, Charles Langlais (owner of the yacht "Adios II"), Paul Speegle and Wendell Witter. The "Adios II" was one of nine yachts that carried the trade ambassadors on their two-day visit with Stockton and Sacramento business leaders.

San Francisco Featured In Two Current Radio Shows

"San Francisco" is currently included in the titles of two radio programs produced here which are promoting the tradition and color of the "Crossroads" city.

"San Francisco Sketchbook," written and produced by Ralph DeSalle and aired by KGO, weaves the glamour and excitement of the city, as described by announcer Bob Day, with the melodies of Phil Bovero and his orchestra. It is a weekly program heard locally at 12:30 Saturday afternoons.

"This Is San Francisco," is a feature of KCBS. Written and voiced by Jim Grady and produced by Pat McGuirk, the program is being aired at 8 a.m., Monday through Friday, 7:45 on Saturday morning and on Tuesday evening at 7:35.

— Second Century of Progress —

The Chamber Gets A Navy!

The San Francisco Chamber is about to have its own official navy—according to one of Webster's definitions of the word, "a fleet of ships."

Moreover, it's to be a "Great Golden Fleet," according to Dan E. London, Vice Chairman of the Chamber's Inter-City Committee and "Commodore" of the Fleet.

Since the successful Stockton-Sacramento nautical trade trip, Mr. London has proposed organizing all yacht-owning Chamber members as "captains" of the Fleet—which would participate in community events such as Harbor Day and take visiting dignitaries on Bay trips.

Crisco Deletes 'Frisco' At Request of Chamber

A rose by any other name may have as sweet a fragrance . . . but there is only one title for the City by the Golden Gate, and that's San Francisco.

A national advertiser has been reminded of this point by the people of San Francisco, a local radio program, and the Chamber of Commerce—with positive results.

The Compton Advertising Agency had been promoting the qualities of Crisco vegetable shortening with a singing commercial that said, "They're cooking with Crisco from New York to Frisco."

San Franciscans wrote to the Chamber, and to a local radio program which used the commercial—"This Is San Francisco," aired by KCBS and narrated by Jim Grady—asking that something be done.

Collaborating with "This Is San Francisco" in research on the city's name contraction, the Chamber then pointed out in a letter to the advertising agency that, "The people of San Francisco, almost without exception, look on 'Frisco' as a low or crude slang term"—and submitted a suggested new commercial.

On May 29, the Chamber received an answer from the agency, which read, in part:

"As a result of your letter, we are changing the line, 'They're cooking with Crisco from New York to Frisco' to:

"They're cooking with Crisco from Maine to San Francisco."

On this morning's "This Is San Fran-

Spotlight On Pacific Coast In Export Trade Journal

The Pacific Coast and its vital world trade operational bases are the subject of a series of stimulating articles printed in a special section of the May issue of "The Exporters' Digest and International Trade Review."

One of several outstanding national trade journals in the export field, "The Digest" has a circulation of over 6,000.

The articles, according to G. L. Fox, General Manager of the San Francisco Chamber of Commerce, give full and comprehensive coverages to the West and its shipping activities.

Among the stories are two written by San Franciscans who are recognized experts in their fields. General Robert H. Wylie, Port Manager for San Francisco and Chairman of the city's recent World Trade Week celebration, writes of "The Port of San Francisco," and Alvin C. Eichholz, Manager of the Chamber's World Trade Department, is the author of an article headlined "Trade Outlook Through Golden Gate Favorable."

Expanding World Trade

General Wylie said, "The Port of San Francisco looks forward with confidence to a period of expanding world trade and will continue to improve the service and facilities which have made it one of the world's greatest ports."

"Practically all market areas of the world," Mr. Eichholz' article states, "are served regularly by direct steamship service from San Francisco, and others are contemplated."

By way of introduction to its coverage of the Pacific Coast and world trade, "The Digest" said in part, "Here (on the Pacific Coast), dynamic, forward-looking business leaders, in cooperation with government and with the support of an enlightened citizenry, have already created and are continuously improving what are acknowledged to be among the world's most modern and efficient facilities to serve American and international commerce."

One thousand reprints of the special section have been purchased and are being sent around the world by the World Trade Department of the San Francisco Chamber in a special overseas mailing—which also contains copies of the Board of State Harbor Commissioners' and Chamber's "Crossroads of the World" folder.

Many Subjects Covered

Other articles in the special section of "The Digest" are: "Pacific Coast Industry Faces Bright Future," by A. C. Prendergast, Editor of "Western Industry"; "Vital Role of West Coast Foreign-Trade Zone," by Sterling St. John, Jr., Port and Foreign Trade Zone Consultant.

"Western Transportation Council's Role in World Trade," by the Council's secretary, Louis S. Kraemer; "The Marine Exchange—Eyes and Ears of the Port," by M. A. Cremer, Manager of the Exchange, and "San Francisco's Trade with Latin America," by G. H. Mahoney, Manager of Pacific Coast Import-Export Division of W. R. Grace & Co.

cisco" program, Mr. Grady summed up the change with, "And that's how a radio program namely, this one—and a Chamber of Commerce—namely ours—got together with you people to solve a minor, but thorny problem, here in San Francisco."

SAN FRANCISCO TAX CALENDAR—SECOND HALF 1951

CITY - STATE - FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Distributors motor vehicle fuel	File and pay tax for second preceding month.	State Bd. of Equalization
15	Com. Comm. carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agents, and wholesalers, rectifiers and brandy mfrs.	File and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for preceding month.	State Bd. of Equalization
15	Producers and brokers on transactions on petroleum products.	File report for preceding month on transactions on petroleum products.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month.	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay tax for preceding month.	State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	If paying on monthly basis, file return and pay tax on or before last day of following month.	State Bd. of Equalization
July	See "Each Month this Day"		
1	Employer	Pay second quarter return State Unemployment Insurance Tax.	State Bd. of Equalization
15	Off-sale general licensees	File report for quarter ending 6/30 and pay required additional license fee.	State Bd. of Equalization
15	Wine growers	File report for fiscal year ended 6/30 and pay required additional license fee.	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 6/30. (See last day each month.)	State Bd. of Equalization
1-31	Retailers and purchasers of tangible personal property	File return and pay retail sales and use taxes for quarter ended 6/30/51.	S. F. City and County Tax Collector
August	See "Each Month this Day"		
5-19	Owners of state-assessed property and private car owners	Assessment roll open to inspection, hearing on petition for re-assessment.	State Bd. of Equalization
10	Insurance companies	Tax payable; delinquent after November 15.	S. F. City Controller
31	Individuals	Pay second installment of tax if on calendar year basis.	Franchise Tax Board
31	Property owners	Last day to pay taxes on unsecured personal property roll.	S. F. City and County Tax Collector
Sept.	See "Each Month this Day"		
15	Banks and Corporations	File return and pay all or first installment of tax if year ended 6/30/51.	Franchise Tax Board
15	Banks and Corporations	Pay second installment of corporation income tax if on calendar year basis.	Franchise Tax Board
October	See "Each Month this Day"		
1	Employer	Pay third quarter return on State Unemployment Insurance tax.	State Dept. of Employment
15	Individuals	File and pay first installment of income tax if fiscal year ended 6/30/51.	Franchise Tax Board
15	Off-sale general licensees	File report for quarter ended 9/30 and pay required additional license fee.	State Bd. of Equalization
31	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 9/30.	State Bd. of Equalization

CITY - STATE SECTION (Cont'd)

Date*	Interested Parties	Act Required	Responsible Agency
1-31	Retailers and purchasers of tangible personal property	File return and pay retail sales and use taxes for quarter ended 9/30/50.	S. F. City and County Tax Collector
Nov.	See "Each Month this Day"		
1	Property owners	Pay first installment real property taxes and one-half or all personal property taxes on Secured roll.	S. F. City and County Tax Collector
15	Insurance companies	Pay taxes, delinquent after 11/15.	State Controller
Dec.	See "Each Month this Day"		
5	Private Railway car owners	Pay taxes; delinquent after December 5.	State Bd. of Equalization
5	Property owners	Last day to pay first installment real property taxes and one-half or all personal property taxes on Secured roll.	S. F. City and County Tax Collector
15	Individuals	Pay third installment if income taxes on calendar year basis.	State Franchise Tax Board
31	Producers and brokers motor vehicle fuel	Pay fee and apply for license for ensuing year.	State Bd. of Equalization
31	On-sale retailers	Last day for renewal of license.	State Bd. of Equalization

FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
15	Employer	Payment to authorized depository by employers who withheld more than \$100.00 during previous month.	Collector of Internal Revenue
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes.	Collector of Internal Revenue
15	Individuals	Individuals whose fiscal year begins the first of any month except January—file deductions and make first payment on 15th of second month following.	Collector of Internal Revenue
15	Corporations, Estates and Trusts	Corporations, estates and trusts whose fiscal year ends with end of any month other than December 31—Income and excess Profits tax returns are due 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month.	Collector of Internal Revenue
Last day of each month	Retailers, mfrs., amusements, cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax.	Collector of Internal Revenue
July 1	Employer and Employee	File any change in exemption status of employee with employer.	Collector of Internal Revenue
July 31 and Oct. 31	Employer	If on quarterly basis, file quarterly return and make payment of taxes withheld during preceding calendar quarter for Federal Income and Social Security, also quarterly installment on Federal Unemployment Insurance tax.	Collector of Internal Revenue
Sept. 15	Individuals (except farmers)	Pay one-quarter of 1951 estimated income tax found due March 15, 1951, or one-third 1951 estimated tax found due June 15, 1951. Those required to file declaration for first time at this date, pay one-half of balance of the 1951 estimated tax due.	Collector of Internal Revenue
Sept. 15 and Dec. 15	Corporations, Estates and Trusts	Quarterly payment due on 1950 taxes reported for calendar year.	Collector of Internal Revenue

LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco,
City Hall, Civic Center KLondike 2-1910
Tax Collector, City and County of San Francisco,
City Hall, Civic Center HEmlock 1-2121
California State Department of Employment,
149 New Montgomery St., YUkon 6-0160
Make payments to California Department of Employment,
1025 P St., Sacramento 14, California
Date*—If any date falls on a Sunday or legal holiday, the return is due on the following day.

California State Board of Equalization,
State Bldg., Civic Center UNderhill 1-8700
California State Franchise Tax Board,
540 Van Ness Avenue UNderhill 1-7234
California State Motor Vehicle Department,
160 South Van Ness Ave., UNderhill 3-0200
U. S. Collector of Internal Revenue,
101 McAllister St. KLondike 2-2833

S. F. Population Study Shows Important Changes

The San Francisco Chamber of Commerce Research Department this week reported the following characteristics of the city's 1950 population, based on a study of data just released by the U. S. Bureau of the Census:

Out of 775,400 people in San Francisco, 645,000 are 14 years old or over. There are 168,400 single persons, or 26 per cent of total population, 14 years and over; 379,500 married persons or 59 per cent; and 99,000 widowed or divorced, or 15 per cent.

The number of children under five years of age in San Francisco has been doubled since 1940 and amounts to 61,000 compared to 30,333 ten years earlier. Children five to 14 years totaled 77,500 in 1950 compared to 61,080 in 1940.

San Francisco is reported having 257,800 households with an average of 2.7 persons per household compared to 2.9 persons in the Metropolitan area.

Of the people 14 years old and over living in San Francisco in April, 1950, 57 per cent were in the "civilian labor force" and 337,200 were actually employed. (The total civilian employment figure was over 100,000 greater due to those working here but not living here.)

In May, 1951, the total civilian persons employed in San Francisco, estimated by the State Department of Employment, was 468,900. This is 132,000 more than the number of employed persons living in San Francisco in April, 1950, as reported by the Bureau of the Census, according to Ralph Koeber, Research Department Manager.

Hitting The HIGH SPOTS

with Walt Brown

General Manager Lewie Fox gave a mighty good account of himself last Thurs. under TV lights at KPPIX's Monte and Natalie Masters show, when he was interviewed—and responded in his usual thorough and interesting manner—on the new "Crossroads" folder and port activities. (The program, formerly "Rumpus Room," is now "The K-Pix Show" and is aired Tues. through Fri. at 5:45 p.m. . . . R. L. Bearden, well-known to many S.F. world traders, has been named to the Regional Office of Price Stabilization, Import-Export Div. . . . A delegation of Japanese businessmen from the Ryuku Islands were guests Mon. of the Chamber's World Trade Dept. . . . Collier's, which recently (June 2) ran a delightful Lucius Beebe article on S.F.'s cable cars, last wk. talked extensively about "our fast-growing Junior Chambers"—a big family, of which S.F.'s Jaycee is an important member.

Arabian Horse Show Center

(Continued from Page 1)

this year's show," he said, "there is an excellent chance that the International Arabian Horse Association will designate it as its official horse show next year and annually thereafter. This would attract exhibitors and blue ribbon Arabian horses from many parts of the world."

This year's show already is attracting entries from Mexico to Canada, with the possibility of more than 1,000 exhibitors and their families coming to San Francisco for the event, according to J. W. Mailliard, III, Chairman of the Chamber's Grand National Program Committee.

Report Issued On 1951 World Trade Week and Fair

In the last official act of the 1951 San Francisco World Trade Week Committee, the group last week issued a comprehensive report describing the broad activities of the Week and the Fair's operations.

Held at the Palace Hotel from May 23 to 27, the World Trade Fair was the most successful ever staged here, according to the report. Total attendance was approximately 50,000 persons—double that of last year—with 1,500 buyers included in the total figure.

Fifty exhibitors participated in the Fair—48 of them, paying exhibitors and two, complimentary—the United States Department of Commerce and the Fair's sponsors, the San Francisco Chamber of Commerce and the World Trade Association.

The governments of 15 countries officially participated in the Fair. In addition, the products of more than 20 countries were displayed by American importers. There was a total of 72 display booths, covering approximately 15,000 square feet of floor space in the hotel's Concert Room, Gold

Ball Room, Room A and the adjacent vestibules and corridors.

The response to the exhibitors' displays of merchandise, raw materials and travel services, on the part of buyers and the public, was far beyond that of any of the previous World Trade Fairs, the exhibitors reported.

The World Trade Week Committee's report, distributed to an extensive mailing list, goes on to describe the activities of a special speakers' bureau during the week, luncheons and social events held, waterfront tours conducted, the opening of the San Francisco Maritime Museum, the program of National Maritime Day and other special events of the local celebration.

A portion of the report is devoted to the special efforts designed to attract visitors and buyers to the Fair and participation by the general citizenry during the Week; the publicity, radio and television promotion of the Week and Fair, and special promotional literature which was issued.

Competitive Pricing Bill Favored By Chamber

California's legislators in Washington were informed recently that the San Francisco Chamber of Commerce through action of its Board of Directors favors the enactment of Senate Bill 719.

The bill would legalize delivered pricing and freight absorption for the purpose of meeting competition.

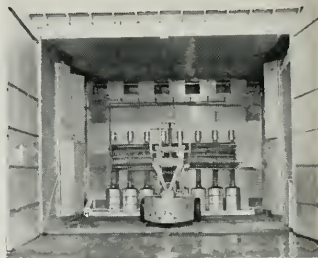
Walter A. Rohde, Manager of the Chamber's Transportation Department, informed the legislators that the organization's views had not changed since a similar bill was passed by both houses in the preceding Congress but vetoed by the President.

"Where it is necessary," Rohde said, "for California producers to sell at delivered prices, or to absorb the difference in freight costs—as in the case of sugar where surplus should be sold in other parts of the country—they should be free to do so without fear of prosecution because their net return may be less than that realized on other sales."

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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A SAN FRANCISCO firm is utilizing one of the most recent developments in the lumber conditioning field—a heating engine designed by Forest Products Laboratories to kiln dry lumber. One of the machines is pictured above at its locale—the Jones Hardwood and Plywood Company at the foot of Tunnel Avenue here.

All lumber used in office buildings, hardwood used in construction, and furniture lumber must undergo some process to kiln dry it, and the new development enables a lumber firm to preserve an accurate and constant control of the factors involved: heat, humidity and moisture.

The Jones Hardwood and Plywood Company and the Dry Kiln are the first industrial installation observed by Southern Pacific rail passengers approaching San Francisco from the South, according to Nelson E. Jones, president of the firm which has been operating here since 1922.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

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THOMAS A. BROOKS (above), Chief Administrative Officer of the City and County of San Francisco, received the acclaim of hundreds of San Francisco business and civic leaders yesterday, on the occasion of his 65th birthday, for his many years of outstanding service to the people of San Francisco.

The tribute took the form of a congratulatory message by Chamber President Alan J. Lowrey and the presentation of gold cuff links on behalf of the Chamber, in a special feature of the Nelson A. Rockefeller luncheon at the Commercial Club.

Speaking of Mr. Brooks as "one of the city's great citizens, a dependable public official, and a man of high purpose," Mr. Lowrey continued: "The able manner in which he has met his responsibilities has had a great deal to do with San Francisco's record for good government..."

"On this 65th anniversary, we felt that in honoring Tom Brooks we could give encouragement to all those in government who fulfill their responsibilities quietly, efficiently and well."

San Francisco Shipyard May Build Minesweepers

A San Francisco privately-owned shipyard may soon be building Navy minesweepers, according to California's Representative John F. Shelley.

Mr. Shelley, in a letter to Chamber President Alan J. Lowrey, stated, "I have just been advised by the Bureau of Ships that the George W. Kneass Company's bid for construction of Navy minesweepers is within the competitive range and that the company will be called in to negotiate a contract for an undetermined number of minesweepers."

"Contracts are to be negotiated for less than five of the vessels in view of the large number of acceptable bids received."

Mr. Lowrey had wired the Congressman urging favorable consideration of qualified San Francisco Bay Area privately-owned shipyards in allocation of five wooden hull minesweepers to be built for the Bureau of Ships.

Lewis M. Holland, Manager of the Chamber's Industrial Department, in summarizing

(Continued on Page 4, Column 3)

— Second Century of Progress —

Missions From Abroad Praise Chamber For Aid

The San Francisco Chamber's furtherance of the program which provides technical knowledge to foreign countries was spelled out recently in two letters received by the Chamber.

Mr. Kotaro Mori, members of Japan's House of Representatives and chairman of the Japanese Congressional Agricultural Mission, wrote on behalf of a group that visited San Francisco last January.

He said, "As you are well aware, a new Japan is now being born. We have to help through the development of Japan's agriculture, and our personal experience gained in this trip will be of inestimable value in discharging this duty. We join in thanking you, in particular, for your invaluable friendship and kindness manifested toward us during our visit in your country."

A group of Colombian agricultural leaders was here during May.

Mr. Luis Bernardo Ortiz of that mission wrote, "We appreciate the fact that the success of the trip was due in great measure to your full cooperation and the facilities which were made available to us."

Plans for the Japanese group's visit were executed through the Chamber's Agricultural and World Trade Departments. The Colombian visit was hosted by the Agricultural Department.

The technical knowledge program is designed to increase the productive capacities and raise the standards of living in the participating countries.



NELSON A. ROCKEFELLER (above), Chairman of the International Development Advisory Board, was the featured speaker at a luncheon held yesterday in the Commercial Club, jointly sponsored by the San Francisco Chamber, the World Trade Association, and the Commercial Club. Addressing a large attendance of San Francisco business and civic leaders, Mr. Rockefeller spoke on "World Production, or World Conflict?"

Considered one of the country's outstanding experts on inter-American affairs, Mr. Rockefeller is in Northern California this week on a speaking tour which included appearances at the Third Stanford Conference on Latin America earlier this week.

Mr. Rockefeller is president of the International Basic Economy Corporation and the American International Association for Economic and Social Development—two corporations established to help raise standards of living in underdeveloped areas of the world.

Mining Committee Plans Trip To Mother Lode

Aiming for greater interchange of information and general cooperation between San Francisco and other California mining interests, members of the San Francisco Chamber's Mining Committee will make their annual visit to the State's Mother Lode country tomorrow.

A dinner meeting with mining leaders in the Downieville, California, area has been scheduled at the Zerloff Hotel in Sierra City at the close of the one-day visit, according to Phil R. Bradley, Jr., Chairman of the Mining Committee.

Arrangements for the trip are being made by Lewis M. Holland, Manager of the Chamber's Industrial Department, and A. C. Olsen, Sierra County Chamber of Commerce President. Olsen reports "enthusiastic anticipation" of the visit on the part of local leaders there.

Chamber Trade Delegation Visits Redding, Shasta Dam

Enhanced trade relations between Redding, California area and San Francisco was the goal this Tuesday of 25 members of the Chamber's Inter-City Committee who spent a day as guests of the Redding Chamber of Commerce and the Shasta-Cascade Wonderland Association.

Third trade development trip of the year for the San Francisco Chamber, the business junket comprised not only a visit to the northern city but an inspection of Shasta Dam as well. The visit was climaxed by a reception and dinner in Redding Tuesday night.

Claude E. Peterson, Southern Pacific Company vice-president, was trip chairman.

Action By Your Chamber

In recent action, your Chamber of Commerce, through its Board of Directors...

• **UIPOLD SOUND TRANSPORTATION DEVELOPMENT**—by opposing proposed legislation which would require railroads to install, within specified times, radio, inductive, or other wayside and train communications systems.

The Chamber is in favor of all communication installations which would promote safety, but believes that the railroads are installing these protective devices and communications systems as fast as their financial resources permit.

• **FOUGHT DISCRIMINATORY TAXATION**—by opposing a proposed three percent tax which would be levied on all transient hotel occupants and apartment dwellers who spend less than 90 days in San Francisco.

In the Chamber's view such tax proceeds which would be used for the improvement of the auditorium and the advertising of San Francisco, would work as detrimental advertising for the city; further, the tax would discriminate against hotels and apartments.

• **CHALLENGED UNWISE GOVERNMENTAL PRACTICES**—by opposing a proposed charter amendment recommending emergency additions for city employees.

The view was voiced because the emergency salary additions would be entirely independent of salary standardization and deductions would not be made for retirement purposes.

• **CHAMPIONED SOUND EDUCATIONAL SYSTEMS**—by opposing a proposed charter amendment providing for an elective school board.

It was claimed that the present system of selecting the city's school board was a sound one, and that if the elective school board proposal was put into effect, politics would come into play.

— Second Century of Progress —

Congressmen Will Support Stand On Tidelands Issue

Senators Richard Nixon and William F. Knowland and California Representatives have assured the San Francisco Chamber that they will cooperate with this organization in its effort to confirm titles of the states to lands "beneath navigable waters within state boundaries and to the natural resources therein."

The legislative support came as a result of an action by the Chamber's Board of Directors supporting bills H.R. 266 and S. 940.

Walter A. Rohde, Manager of the Chamber's Transportation Department, informed the California delegation of the Board's action and said in part, "Involved particularly are San Francisco's entire developed waterfront valued at over 100 million dollars, plus properties of much greater value lying landward of the waterfront and even some residential districts, all of which are located on reclaimed land."

Specialist Discusses Fair Trade Act Questions

The non-signer clause of the Fair-Trade Act has been neither stricken down nor held to be unconstitutional by the recent Supreme Court decision concerning such state legislation.

This was one of many concrete points of information gained by more than 125 retailers, wholesalers, distributors and other businessmen who attended the San Francisco Chamber meeting on Fair Trade Acts held in the Pacific Gas and Electric Company's auditorium at 245 Market Street, last Thursday.

Stanley A. Weigel of the law firm of Landels and Weigel, author of the book, "The Fair Trade Act," and a specialist in fair trade work for a number of years, addressed the group on the California law's history and its relation to the Supreme Court ruling of May, 1951.

"It is important to note, in considering this epochal decision," Mr. Weigel said, "that neither the non-signer clause of the California Fair Trade Act nor that of any other state Fair Trade Act was stricken down nor held to be unconstitutional. It was held, however, by the majority of the Court, that the Miller-Tydings amendment did not go far enough to remove enforcement of non-signer rights granted by the state laws from the ban of the Sherman Act in transactions in interstate commerce.

"It is perhaps an understatement to suggest," he continued, "that the decision has opened as many questions as it settled."

In Weigel's opinion, the California Fair Trade Act and similar acts in 44 other states are just as good as they ever were. He feels that the perplexing questions come, and will come in court actions in the ensuing months, in determining just where interstate commerce leaves off and local or intrastate commerce begins.

"I think it reasonably safe to state that those manufacturers who warehouse their products within a Fair Trade state and fill orders for retailers within that state exclusively from the stocks maintained there, will be able successfully to protect their trademarks in proper cases under the non-signer clause."

Mr. Weigel also stated that, "The Fair Trade Act is not a code of fair competition. It is not in any way a government regulation of business. In the truest sense, it is not and has never been an act fixing prices on commodities. If it were to be given a really descriptive title, the Fair Trade Act would be called the Trademark Protection Law."

Ray S. McConnell, president of the Chamber's Retail Merchants Association, presided at the June 14 meeting.

Hoover Praises Chamber For FBI Rules Reprint

Praise from many quarters for the special page published recently in Bay Region Business titled, "You and The F.B.I." has been climaxed by a letter from J. Edgar Hoover, director, Federal Bureau of Investigation. Mr. Hoover, writing the San Francisco Chamber of Commerce, said:

"I could not let the opportunity pass without expressing my sincere appreciation for your interest in publishing my statement. All of us in the FBI are grateful for your efforts in alerting the members of your association to the need to report information relating to our national defense to the FBI.

"It is through such actions as yours that the FBI is able to perform fully the great responsibilities imposed on us."

Reprinted by the Chamber in cooperation with Mr. Hoover's headquarters and the "Seven Point Committee" of Buffalo, N.Y., the statement was a forthright presentation of ways in which citizens may cooperate in the nationwide drive against subversive elements.

Copies of the statement are available on request at the Chamber.

— Second Century of Progress —

Hulse New M-E Ad Manager

John W. Hulse, mid-year graduate of the San Jose College School of Journalism, has been appointed advertising manager of the Mission Enterprise.

One of the Mission District's oldest weekly publications, the Enterprise reports recent expansion of its circulation to over 10,000 copies. Herbert M. Levy is editor, and publication offices are located in the de Young Building.

Cable Car Will Travel Streets of Atlantic City

It's a routine matter to have a Washington-Jackson Street cable car traverse the hills of San Francisco, but when you put the same conveyance on the streets of Atlantic City—then you've really got something!

That's just what the San Francisco Lions Club will have, at the organization's International Convention in Atlantic City on June 24.

The San Francisco "tradition on wheels," complete with conductor, gripman and 6,000 transfers stamped "San Francisco—Convention City" will be the highlight of the club's gathering in the eastern city, according to L. Jack Block, outgoing president of the San Francisco Lions.

F. T. Garesche, district representative, Public Relations and Advertising, Standard Oil Company of California and newly elected president of the local Lions group, and William R. Talley, San Francisco attorney and head of the club's United Nations Committee, will act as the cable car crew members.

Mr. Garesche explained that T. Louis Chess, past president of the club and general passenger agent for the Southern Pacific Railway Company, has made arrangements for the cable car to be shipped to Atlantic City by flatcar.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Ports Lead Coast, Rank Third In Nation, In Export Freight Unloaded

In carloads of export freight unloaded, San Francisco Bay ports still lead the Pacific Coast by a large margin, rank third in the entire nation, and show the country's largest increase over 1950, according to a report compiled this week by the San Francisco Chamber of Commerce from figures issued by the Association of American Railroads.

For the first three months of this year, Bay Area ports did more business in export freight than did their three

Certificates Of Honor Displayed At Emporium

Assembled in the window of a local department store this week are documents and mementos that can well make the average San Franciscan pause and be proud.

They are certificates and other honors bestowed on the City and County of San Francisco, the San Francisco Chamber of Commerce and local firms and organizations.

Located in a Market Street window of The Emporium Department Store, the display includes the framed joint resolution by the California State Legislature commending the Chamber of Commerce for its 100 years of service. It includes, also, the most recent of the "100th Anniversary Certificates" presented by the Chamber to all local firms and organizations as they attain their century-mark.

A commendation by the State Legislature to Mayor Elmer E. Robinson, for his supervision of the welcome extended General MacArthur on his visit here, is also on view.

Awards to The Emporium, shown in the display, include the American Public Relations Society "Anvil" presented to the store as the highest public relations honor in the retailing field for its "Nations On Parade" series; and the San Francisco Chamber's award to the store for its promotion of the world World Trade Week celebration.

Recent safety awards to the City of San Francisco are in the window. According to Emporium officials, they were won for the city through the combined efforts of the San Francisco Police Department, the local chapter of the National Safety Council, the School Boy Patrol for the public schools, the Engineer's Office and the San Francisco Attorney's office.

— Second Century of Progress —

Advertising Courses Begin At Golden Gate College

Chamber members interested or engaged in advertising or public relations may profit by evening courses beginning this week at the School of Advertising at Golden Gate College, according to Chamber General Manager G. L. Fox.

They include "Selection and Use of Advertising Media," "Market Research," "Public Relations" and "Business Speaking." Additional information on the courses may be secured, Fox said, from the San Francisco Advertising Club, sponsor of the School, or direct from Golden Gate College.

closest rivals combined. Against Los Angeles' 7,791, Seattle's 7,263 and Portland's 2,217, total carloads sent here for export through March of 1951 came to 17,835.

This is 10.7 per cent of all business done in the nation's ports and puts this area next to New Orleans (21,625), which is second to New York (52,857).

San Francisco Bay ports show a gain over the first quarter of 1950 of 285.4 per cent—largest increase in the nation. Seattle is next in gain with 240.8 per cent; Charleston is third with 159 per cent.

The rise in export business through the Golden Gate since 1940 is shown by an increase in 1944 of more than 1,000 per cent over 1940, and an increase in 1950 of 246 per cent over 1940.

Total carloads exported here for the entire year of 1950 were 48,636—largest amount for any Pacific Coast port, and third in the nation.

— Second Century of Progress —

San Francisco Importer Publishes Book On Coffee

Otis McAllister & Co., with headquarters in San Francisco, second largest coffee importer in the nation, has collaborated with The Tea and Coffee Journal Company of New York in publishing a book on coffee said to be the most comprehensive production of its kind ever put into international circulation.

Called "Coffee Facts," the 124-page book is a compilation of "elementary facts about the product, and a statistical presentation of its production and consumption."

"This publication is far more interesting than those words might imply," said Alvin C. Eichholz, Manager of the Chamber's World Trade Department. "In addition to offering valuable facts on coffee production and selling, sources, etc., the book deals generously in what might be called the 'romance of coffee.'"

"Providing information little known to the average person and not much better known to many people in the field," Eichholz continued, "Coffee Facts" is fascinating reading and an extremely worthwhile endeavor."

The book will be sent free of charge to the firm's customers and prospects, to libraries and to educational and business institutions all over the world, according to J. B. S. Johnson, chairman of the 59-year-old company whose main offices are at 310 Sansome Street.

Maintaining offices in New York, Chicago, Los Angeles and New Orleans, the company has subsidiaries in Guatemala, Honduras, Costa Rica, El Salvador, Nicaragua, Venezuela, Colombia, and Panama. Last year Otis McAllister imported 1,419,483 bags of coffee, making it the second largest coffee importer in the nation.

Rohde Represents Chamber At Transportation Meet

Walter A. Rohde, Manager of the Chamber's Transportation Department, represented the Chamber at a meeting of the Pacific Coast Transportation Advisory Board last week in San Diego. Rohde is a member of the group's executive committee.

As Chairman of the Board's legislative committee, he reported on pending legislation and trends of lawmaking in the transportation field.

In the sessions described by Rohde as "lively," the legislative committee recommended support of bills which would provide steel and other materials needed to build 12,000 freight cars and 400 locomotives per month.

"We criticized, as false economy, the Budget Bureau and House Appropriations Committees," Rohde said, "for cutting the Interstate Commerce Commission's appropriation by nearly four million dollars. The I.C.C. cannot perform its functions prescribed by law under this limited appropriation."

Rohde also reported on the freight car situation in San Francisco in his position as a member of the local Car Efficiency Committee.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily implying endorsement by the Chamber. For further details contact the Domestic Trade Department, EX-306 2-4311, Ext. 56.

D-7198—GRUNER & COMPANY, 26 West 26th St., New York 10, N. Y., looking for a salesman to sell their imported rayon items.

D-7199—MODERN RESEARCH & PROCESSING, INC., 765 North Broadway, Los Angeles 12, Calif., interested in establishing an agency in San Francisco for their line of hydraulic units, presses, pistons and cylinders.

D-7500—THE BEECHWOOD COMPANY, INC., Pottstown, Pa., wishes to contact a local manufacturers' representative now calling on buying offices of syndicates and chain stores to sell their line of plastic notions and closet accessories.

D-7501—THE DAYTON PUMP AND MANUFACTURING COMPANY, Dayton 1, Ohio, seeking a firm of manufacturers' representatives to sell their line of complete farm and domestic water systems, covering reciprocating, jet pumps, water softeners and cellar drainers.

D-7502—EASTERN SMELTING & REFINING CORP., 107-109 West Brookline Street, Boston 18, Mass., wishes to contact a local representative in San Francisco calling on distributors, wholesalers and retailers in the glass field.

D-7503—CONVAIR CORPORATION, 1501 Potomac Avenue, Pittsburgh 16, Pa., interested in obtaining a sales representative for their pneumatic conveying systems.

D-7504—MID-SOUTH EQUIPMENT COMPANY, 1305 West Capitol, Little Rock, Arkansas, wish to contact local manufacturers of machine tools, oil well equipment, contractors equipment, factory supplies wishing representation in the Arkansas area.

D-7505—DUEY SPRING AND MANUFACTURING COMPANY, INC., P. O. Box 312, McKees Rock, Pa., manufacturers of all types of springs, interested in appointing a manufacturer's agent to cover the San Francisco area handling their product.

D-7506—ARTHUR, ROGERS & COMPANY, Room 436, Douglas Building, 257 South Spring Street, Los Angeles 12, Calif., factory representatives for a hand sander, wish to appoint a distributor now covering this area selling to hardware, paint, hobby and chain stores.

D-7507—C. W. MUSTOE, P. O. Box 38, Kelso, Washington, offers representation in the Washington area to San Francisco manufacturers.

D-7508—JOHN J. MORAN COMPANY, 103 Park Avenue, New York City 17, N. Y., experienced manufacturers' agents covering New York, New Jersey and tractors, seeking additional lines to handle.

D-7509—YORK TAPE PRINTERS, 22-25 Springdale Connecticut, calling on architects, engineers and contractors. York, Pa., seeking a manufacturer's agent to handle their labels, tags and packaging supplies.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

OPS GUIDE

The Office of Price Stabilization has published a guide to Ceiling Price Regulation 22 for manufacturers. It explains and illustrates such factors as labor cost adjustments, materials cost adjustments by any of four methods, computing the costs of materials, and pricing new commodities. Copies of the guide may be obtained through the district office of the OPS, Flood Building, 870 Market Street, San Francisco.

CRITERIA FOR PROCESSING M-4 APPLICATIONS

The National Production Authority, U.S. Department of Commerce, recently made public its criteria for processing applications for NPA construction authorization under Order M-4, along with a complete set of interpretations and definitions on the basic construction order as amended to date.

The criteria and the interpretations and definitions have been included in a set of operating instructions issued to all NPA field offices and supersede all instructions previously issued relative to the administration of the construction order.

The NPA statement reiterates and amplifies its previously stated policy that authorization for construction generally may be granted only when it can be established that it: (1) furthers the defense effort; (2) is essential to public health, welfare or safety; (3) will alleviate or prevent hardship to a particular community, and (4) where relatively small amounts of critical materials are involved and materials are on hand or readily available locally.

Reference copies of the criteria are available at the Industrial Department of the San Francisco Chamber of Commerce.

CERTIFICATES OF NECESSITY

The Defense Production Administration recently announced that application for certificates of necessity for certain types of industrial expansion filed after June 15 will not be considered by the NPA, except in urgent cases, until after the present backlog has been processed. As of May 25, 1570 applications totaling \$5,992,007,000 have been approved. Ninety-nine of these certificates totaling \$129,094,000, have been awarded in California.

Recent certificates of necessity granted in Northern California as of June 4 are:

Company	Product	Amount
Judson Steel Corp.	Steel bars	\$4,622,149
Emeryville		
Moderate Refrigerating Co.	Cold storage	339,638
Moderate		
Southwest Storage Co.	Raw cotton	146,526
Corcoran		
Oliver Tire & Rubber Co.	Rubber stoppers	93,000
Emeryville		
Oliver Tire & Rubber Co.	Rubber stoppers	21,766
Emeryville		
American Smelting & Refining Co., Selby	Slab zinc lead bullion	2,254,000

Market Week Highlighted By Saleslady Contest

Several San Francisco retail store salesladies competed Tuesday night in a contest staged in the Bellevue Hotel by the Golden Gate Travelers Association, to determine "Miss Saleslady of Northern California." Although results were not available at the time Bay Region Business went to press this week, Leo Newman, president of the association, described the competition as "lively, and filled with incentive for improved retail store selling appearance."

A highlight of the association's Market Week, June 17-20, in which approximately 350 national branded lines of women's and children's apparel were displayed at the Bellevue, the competing salesladies were judged on appearance, personality and dress. The San Francisco Chamber was represented on the judging staff.

Members of the Golden Gate Travellers Association, numbering approximately 135, are representatives for national manufacturers of women's and children's apparel. The association's chief function is to bring style shows in these apparel lines to San Francisco.

— Second Century of Progress —

1951 'Ice Follies' Open A San Francisco 'Industry'

One of San Francisco's perennial "industries" opened shop last night for its 15th consecutive season of production, as more than 3,600 people crowded into Winterland Auditorium to see—"The Ice Follies of 1951!"

And while silver skates flashed across a pavement of blue-white ice, the show's owners, Eddie and Roy Shipstad and Oscar Johnson took pride once again in reminding San Franciscans that here was a "San Francisco industry" nurtured here by the Golden Gate to become "one of the most outstanding and consistently successful theatrical productions in the nation."

Bolstering the production's claim to the word "industry," the Shipstads and Johnson pointed out that all production materials, props, costumes and settings—valued at \$300,000—are produced in California, and a large central warehouse is maintained in San Francisco for their storage. Approximately 330,000 fans see the show annually, they said, roughly half of whom come to The City from rural communities and even other states, patronizing San Francisco hotels, restaurants and shops.

Hitting The HIGH SPOTS

with Walt Brown

Carroll Snyder, Mgr. of the Chamber's Domestic Trade Dept., will represent us Saturday at the U. S. Chamber's Western Institute in Eugene, Ore., as a session member in a post graduate course for chamber of commerce executives. . . A hearty welcome to many thousands of Southern Baptists in S.F. this week for their national convention. They represent about 27,000 churches from all over the nation.

Congratulations to Trans World Airlines, United Air Lines and Western Air Lines for National Safety Council awards as three of the nation's top carriers in the matter of safe operations. . . Walter Lander & Associates, industrial designers, have moved to larger offices and studios at 143 Bush St. . . The Vienna Fair, highlighted by a "grand International Flower and Garden Exhibition," will be held this year Sept. 9-16, announces Carl Christian Weber, Consul of Austria. . . Forrest Beard, of 4-Wheel Broke Service, is new president of Ad-Crafters, local advertising group.

Frank H. Schoenbein of Western Associated Form Papers is new program chairman, and Richard Smith of the Letter Shop is Membership chairman. . . The Rainbow Hobby Club of Calif. announces its Fall Hobby Festival will be held in S.F.'s Swedish-American Hall on Sunday, Oct. 7. Exhibits will include lapidary, jewelry, wood novelties, etc.

May Build 'Sweepers Here

(Continued from Page 1)

the situation, said, "The Kneass Company, a San Francisco firm, has informed me that the negotiations are presently being conducted with the Bureau of Ships and that the situation looks favorable for the allocation of some part of the five minesweepers' construction to the San Francisco yard. The work done by Mr. Shelley on behalf of San Francisco shipbuilding in this matter has been outstanding.

Other Congressmen acting on behalf of local construction are: Senator William F. Knowland, and Representatives Frank R. Havenner and Jack Z. Anderson.

Another San Francisco firm's bid, that of Anderson & Cristofani, was not in the low competitive range, according to the Bureau of Ships. However, the Bureau believes that later this year, additional minesweeper contracts will be awarded. At that time Anderson & Cristofani will again be given an opportunity to submit competitive estimates.

Bay Region Business

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New OPS District Offices Open In Fresno, Sacto.

The San Francisco regional headquarters of the Office of Price Stabilization will add two new district offices to its jurisdiction next week—Fresno and Sacramento.

Scheduled to go into operation on July 1, the new outlets, though under this regional office, will have "full operating authority," according to John H. Tolan, San Francisco Regional OPS Director.

"We have recognized from the beginning that the areas of which Fresno and Sacramento are the trading centers should have their own district offices, and I am happy to announce that Mr. Michael V. DiSalle has approved their opening as soon as possible," Tolan said.

He listed the territories of the two new offices as: FRESNO—Merced, Mariposa, Madera, Fresno, Kings and Tulare Counties, with a total population of more than 580,000 and almost 15,000 business establishments affected by OPS orders;

SACRAMENTO—Siskiyou, Trinity, Tehama, Shasta, Glenn, Butte, Colusa, Yolo, Sacramento, Solano, Sutter, Yuba, Nevada, Placer, El Dorado, Amador, Calaveras and Tuolumne Counties, with about 760,000 people and more than 20,000 business establishments.

— Second Century of Progress —

San Franciscans Serve On Advisory Committees

Four additional San Francisco businessmen have been appointed by OPS Director Michael V. DiSalle to work with the large list of local manufacturers and distributors who are voluntarily helping the Office of Price Stabilization on special price control committees, according to Homer F. Potter, local district director of OPS.

They are Paul A. Bissinger, vice-president, Bissinger & Co. and former Chamber President—Bovine Hides Industry Advisory Committee; G. E. Young, vice-president of Crown Zellerbach Co.—Newsprint Committee; A. W. Towne, vice-president, Blake, Moffitt and Towne, and Robert Knight, general sales manager, Zellerbach Paper Company—Wrapping Paper Merchants Committee.

These men bring to 59 the number of local businessmen who are members of national advisory committees making recommendations to Mr. DiSalle on the content, operation and effectiveness of pricing orders for the industry or trade in which they are engaged.

Businessmen and the committees on which they are serving are as follows:

Alcoholic Beverages: Joseph M. Tonkin, president Tonkin Modlin Co.; Anthony Metal & Anthony Oxley, James P. Brerly, Bradley Mining Co.; Corcos & Chocolate; Alfred Ghirardelli, president, A. Ghirardelli Co. (Ed. note: Others to be listed next week.)

Bay Area Industrial Expansion For May Totals Over Twenty Million Dollars

Continuing its accelerated pace, industrial development in the San Francisco Bay Region for the month of May marked up \$20,361,343 in new plant and equipment, according to the regular monthly survey of the Industrial Department of the San Francisco Chamber of Commerce. Responsible for this growth were 38 separate industrial projects which included five new undertakings and 33 expansions of existing facilities. In San Francisco alone, one new plant and five expansions brought the industrial development figure for the month to

\$340,892.

Over-all count for the 48-county Northern California area was 44 projects totaling \$23,228,343.

Cumulative totals through May were:

San Francisco	
9 New plants	\$ 162,000
31 Expansions	1,533,592
40 Projects	
Bay Region	
41 New plants	\$ 9,431,000
190 Expansions	49,930,543
231 Projects	
Northern California	
49 New plants	\$14,919,000
209 Expansions	57,630,543

258 Projects

Among significant developments during May were:

Purchase by Crown Willamette Division of Crown Zellerbach Corp., San Leandro, of a 45-acre tract from Southern Pacific Co. for construction of large paper converting plant to serve Northern California. The company anticipates processing about 25,000 tons of paper annually.

Procurement by Varian Associates, a San Carlos electronics firm, of a rapid write-off certificate from the Defense Production Administration for approximately \$2,500,000 to erect a new plant on the Peninsula for the production of electronic tubes.

Acquisition by the Pioneer division of Flintkote Corporation of a 17½-acre site in San Leandro where the company plans construction of a plant to manufacture folding paper boxes and liners for containers.

Procurement by Judson Steel Corporation of Emeryville of a rapid write-off certificate from the Defense Production Administration in the amount of \$4,622,149 to expand its production capacity. Construction plans call for major additions to Judson's steel rolling facilities.

— Second Century of Progress —

Mining Committee On Visit

Members of the Chamber's Mining Committee last Friday visited the mining area of the Mother Lode country, as guests of the Sierra County Chamber of Commerce. It was the fifth annual trip designed to strengthen relations between San Francisco and the mineral producing areas.



D. R. McNEILL, JR. (left), executive vice-president of Foster & Kleiser Co., receives a resolution of congratulations for his firm's 50 years of operation, from Clifton W. Jacobs, vice-president of the Chamber's Second Century Club.

Foster & Kleiser Observes Fiftieth Anniversary

Foster & Kleiser, nationally known outdoor advertising firm with head offices in San Francisco, celebrated its 50th year of operation Monday, June 25—77th birthday of George W. Kleiser, now chairman of the board.

Guest of the Second Century Club of the Chamber at a Monday noon meeting, D. R. McNeill, executive vice president of the firm, spoke on "Fifty Years of Outdoor Advertising" and was presented with a resolution of congratulation by club officials.

Foster & Kleiser Company was founded in Seattle and Portland in 1901 by Kleiser and Walter F. Foster. The firm's first year of business grossed \$200,000.

Today, with approximately 1500 full-time employees, the company's gross annual sales are about \$14,000,000. From San Francisco the firm directs 11 branch offices, 30 operating bases, and sales offices in New York and Chicago.

General Business Activity

Report by the Research Department

TREND

Continuing at the level of the preceding month, general business activity in San Francisco established a new May high of 276.8, or 15.7% above last year. The five months' average surpassed that of a year ago by 18.4%.

CONSTRUCTION AND REAL ESTATE

May building permits amounted to 746 valued at \$6,550,874 and was off nearly a fifth in number from last year but up 48% in value. More than two-thirds of the value was attributable to non-residential construction which was more than five times that of a year ago but non-residential was off about one-half. During May, permits were issued for 154 dwelling units of which 125 were single family units; two 2-family units and 27 multi-family. The non-residential permits numbering 30 amounted to \$4,495,991. Alterations and repairs amounted to \$803,583. Permits for the five months cumulative period numbered 3,674 and amounted to \$28,233,493 and were off 10.8%, but the value was up 8% over the same period a year ago. Residential construction amounting to \$8,487,593 was off 45%. Non-residential amounting to \$12,348,434 was up 137.6%. Additions, alterations and repairs amounting to \$7,397,466 were up 34%. During the first five months residential permits provided for 959 dwelling units as against 1,449 during the same period a year ago.

There were 1,759 real estate deeds recorded during May, or 3.6% fewer than May of last year. Mortgages and deeds of trust numbered 1,449 and amounted to \$11,650,256 and were off 16% in number and 22.6% in amount. The five months' cumulative deeds recorded were off 2.9% but the amount of mortgages and deeds of trust were up 17.6%.

TRADE

Retail department store sales in San Francisco during May were 2.8% above May of last year and the cumulative of the first five months were up 11.4%.

San Francisco independent retail store sales for the first 4 months were up 7%, according to the Bureau of the Census. Food sales were identical to the same period last year. Eating and drinking places were up 7%; department store sales 13%; apparel group 7%; furniture and household 22%; lumber, building and hardware group 39%; automotive 1%; drug stores 14% and jewelry stores 12%.

Pacific Coast wholesaler sales during the first 4 months continued to lead all geographic divisions of the nation with a gain of 37% over last year; the East North Central group was second with 35%; New England followed with 34% and the Mountain States with 33%; Middle Atlantic 32%; South Atlantic 29%; West North Central 27%; East South Central 24% and West South Central 22%, with the Nation as a whole showing a 31% increase.

On the Pacific Coast sales of automotive

supplies were up 51% for the four months' cumulative; electrical group sales 58%; furniture 44%; hardware 72%; industrial supplies 104%; jewelry 55%; lumber 56%; machinery equipment, etc., 102%; plumbing and heating 97%; drugs and sundries 28%; dry goods 23%; fresh fruits and vegetables 2%; groceries 13%; leather and shoe findings 39%; meat and meat products 38%; paper 32%; tobacco 11%; wines and spirits 25%.

FINANCE

May financial transactions in San Francisco amounting to \$2,857,559,000 were \$534,000,000 above May of last year or 23%; bank clearings were up 36%; postal receipts of \$2,182,766 were off 3.9% and shares traded on the San Francisco stock exchange dropped 10.5% with the market value off 12.6%.

The five months cumulative of bank debits were up 24%; bank clearings 34.9%; postal receipts 24.5% and shares traded on the stock exchange were up 41.4% and the market value 6.3%.

There were 15 commercial failures reported in May with assets of \$166,792 and liabilities of \$670,918, bringing the 5 months cumulative to 49 failures against 68 a year ago, according to Dun & Bradstreet.

MANUFACTURING

Latest reports on the manufacturing industry in the San Francisco Bay metropolitan area reveal 172,400 wage and salary workers employed in April, or 12.7% above last year. The average for the first 4 months was 9.6% above last year. The average weekly earnings in the manufacturing industries amounted to \$72.01 in April compared to \$64.55 a year ago; an increase of 11.6%. In the non-manufacturing industries in the Metropolitan Area, the average weekly earnings in the whole-sale trade in April amounted to \$73.02; retail trade \$55.97; wholesale trade \$43.59; and laundry, cleaning and dyeing \$48.23.

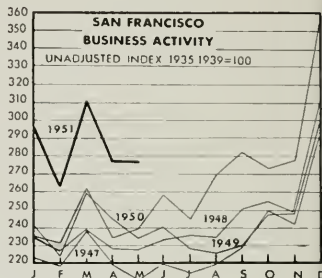
EMPLOYMENT

May placements in San Francisco reported by the C.E.S.E. office amounting to 3,266 were up 74.8% compared to last May, bringing the cumulative placements to 16,622, or 93.1% above last year. In May, the commercial placements accounted for 850 and all others of 2,416. The commercial placements were up only 6%, but industry and all others were up 126.5%.

TRANSPORTATION

Freight car movements amounting to 17,846 were up 14.5%; with the 5 months cumulative up 23.2%. The San Francisco waterfront during May handled 597,989 revenue tons of cargo, of which 10,650 were coastwise; 59,861 intercoastal and 280,558 foreign. The balance was intra-port movement.

Only the coastwise and foreign shipments were above last year. Total shipments during the first 5 months amounting to 2,909,283 revenue tons were 7.1% above the



like period last year; coastwise shipments were up 27.6%; foreign 48.7%, but inter-coastal shipments were off 5.9%.

Ship arrivals in San Francisco Bay during May amounting to 377 were up 13.6%, bringing the cumulative to 1,812 or 17.8% above last year.

San Francisco air-borne traffic for the first four months latest available showed gains of 17.6% in planes and 37.7% in passengers off. Air mail loaded was up 77.2%; air express 23.6% and air freight 34.5%.

INTER-CITY AND INTER-STATE TRAFFIC

May Bay Bridge vehicular crossings of 2,533,930 were 2.5% above last May and carried the five months' cumulative to 12,076,674 or 6.2% above the same period last year. Golden Gate vehicular crossings in May amounted to 905,719, or 10.5% above a year ago and carried the cumulative to 3,987,427 for a gain of 12.3%.

Reports from the northern California border stations showed that out-of-state automobiles entering northern California during May numbered 51,904 and carried 130,773 passengers. In addition, 31,013 persons entered northern California in busses during May.

Tourist and settler inquiries received by the Chamber of Commerce were up 20.5% compared to May of last year and the five months total was up 11.3%.

UTILITIES

May electrical energy sales arose 6.7% above May of last year and the five months cumulative was up 8.1%. Commercial gas sales increased 10.5% in May with the five months cumulative up 11.9%. Commercial and Industrial water consumption was off 0.3% in May but the cumulative was up 2.8%. The residential water consumption was up 0.2% in May but off 1.9% for the cumulative period.

LIVING COSTS IN SAN FRANCISCO

Latest report on the cost of living in San Francisco as revealed by the United States Department of Labor was for March 15 with all items indexed at 188.7 or 88.7% above the 1935-1939 base and 9.1% above the like period last year.

Survey of Business Conditions in San Francisco

May, 1951

BRANCH OF ACTIVITY	MAY, 1951	MAY, 1950	PER CENT CHANGE	FIVE MONTHS 1951	FIVE MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1)						
S. F. C. & C. Index 1935-39 Avg. = 100	276.8	209.1	15.7	284.1	209.3	11.1
CONSTRUCTION PERMITS (2)						
Total	(number)	746	9.6	1,647	1,089	10.8
Residential, New	(value)	6,559,874	1,420,738	28,283,993	26,131,078	8.1
Dwelling Units	(number)	131	285	781	1,096	28.3
Single-family Units, New	(value)	1,251,390	2,037,517	8,187,503	11,121,122	11.0
Two-family Units, New	(number)	1-1	318	939	1,119	31.8
Multi-family Units, New	(number)	125	567	724	988	26.8
Non-Residential, New	(number)	2	29	92	146	14.6
Additions, Alterations and Repairs	(value)	1,405,991	888,789	12,348,434	8,197,715	13.2
Housekeeping Dwellings	(value)	385	636	1,756	2,961	13.7
Residential-Non-housekeeping	(amount)	801,585	974,138	7,397,666	6,769,221	14.3
Non-residential	(amount)	129,457	994,142	1,858,415	1,183,417	15.2
Non-residential	(amount)	900	9,380	110,120	367,940	70.0
Non-residential	(amount)	373,226	567,406	5,164,924	2,762,917	86.0
REAL ESTATE (3)						
Deeds Recorded	(number)	1,759	1,824	8,959	9,198	2.9
Mortgages and Deeds of Trust	(number)	1,439	1,725	7,281	7,518	3.1
RETAIL DEPT. STORE SALES (4)	(amount)	11,630,256	15,053,613	68,527,760	8,286,891	17.6
San Francisco	(Index)	253	246	28	236	11.1
FINANCE						
Bank Debits (4)	(\$000)	2,837,559	2,323,413	14,321,162	11,713,124	21.0
Bank Clearings (5)	(\$000)	2,241,442	1,647,976	11,253,328	8,376,421	34.9
Postal Receipts (6)	(\$)	2,182,766	2,270,448	11,503,136	9,239,446	24.1
S. F. Stock Exchange (7)	(shares traded)	1,025,305	1,144,430	8,866,236	9,239,135	41.4
Market value \$	(market value \$)	20,274,770	29,210,770	109,569,388	103,049,388	6.1
COMMERCIAL FAILURES (8)						
Liabilities	(number)	15	11	49	28	28.0
Assets	(\$)	670,918	188,738	1,283,818	2,345,429	45.2
Assets	(\$)	166,792	439,033	429,949	1,728,388	75.7
MFG. INDUSTRIES—WAGE & SALARY WORKERS—						
SAN FRANCISCO (9)						
Employment	(number)	172,400(a)	153,000(a)	173,075(b)	157,875(b)	9.6
Payroll	(avg. weekly earnings \$)	72,014(a)	64,551(a)	71,161(b)	64,133(b)	10.8
NON-MFG. INDUSTRIES (6 Counties) (9)						
Wholesaling, Cleaning, Dyeing	(avg. wkly. earnings \$)	18,231(a)	48,131(a)	47,781(b)	14,871(b)	6.5
Wholesale Trade	(avg. wkly. earnings \$)	73,021(a)	68,091(a)	89,871(b)	66,891(b)	34.1
Retail Trade	(avg. wkly. earnings \$)	33,281(a)	33,281(a)	33,281(b)	32,181(b)	6.2
Hotels	(avg. wkly. earnings \$)	43,501(a)	42,071(a)	43,281(b)	41,351(b)	1.8
PLACEMENTS IN S. F. (10)						
Commercial	(total)	3,266	1,968	16,622(r)	8,610	93.1
All Other	(number)	830	801	4,606(r)	3,012	55.9
All Other	(number)	2,416	1,067	11,826(r)	5,598	111.3
TRANSPORTATION						
Freight Car Movements (11)	(number)	17,846	15,590	86,039	69,813	23.2
S. F. Airport Traffic (12)	(number)	7,778(a)	6,392(a)	29,884(b)	25,294(b)	17.6
Passengers In and Out	(number)	57,274(a)	43,301(a)	212,340(b)	154,221(b)	37.4
Passengers On	(number)	56,301(a)	41,307(a)	211,907(b)	150,726(b)	42.0
Air Mail Loaded and Unloaded (12)	(lbs.)	2,093,416(a)	1,233,016(a)	8,335,016(b)	4,704,743(b)	77.2
Air Express Loaded and Unloaded (12)	(lbs.)	644,483(a)	557,352(a)	2,515,712(b)	2,040,291(b)	23.6
Air Freight Loaded and Unloaded (12)	(lbs.)	2,431,762(a)	1,179,119(a)	11,179,273(b)	8,216,612(b)	34.2
Express Shipments (13) Rail	(number)	123,798	158,387	639,781	709,781	14.9
Express Shipments (13) Air	(number)	16,286	19,669	86,109	87,369	1.9
PORT OF SAN FRANCISCO (14)						
Total	(revenue tons)	597,889	772,356	2,169,283	2,717,613	7.1
Coastwise	(revenue tons)	30,639	38,371	38,479	8,827	27.6
Intercoastal	(revenue tons)	59,861	72,555	278,397	279,865	5.9
Foreign	(revenue tons)	280,458	204,118	1,453,418	979,093	48.7
CARGO VESSELS (S. F. Bay) (15)						
Arrivals	(number)	377	332	1,812	1,537	17.8
Departures	(number)	376	303	1,853	1,329	21.2
UTILITIES						
Electric Energy Sales (k.w. hrs.) (16)	(index)	224	210	8.7	224	8.1
Industrial & Commercial Gas Sales (16)	(cu. ft.)	1,284,702,400	1,160,006,000	6,996,334,200	6,257,883,200	11.9
Water Consumption—Residential (17)	(cu. ft.)	164,772,000	166,548,000	489,208,000	468,953,000	1.9
Commercial & Industrial	(cu. ft.)	150,371,000	150,895,000	767,981,000	747,184,000	2.8
NEW DEVELOPMENTS						
Tourist & Settler Inquiries (1)	(number)	1,100	913	20.5	3,648	11.8
Bay Bridge Vehicle Crossings (18)	(number)	2,933,919	2,471,434	12,076,673	11,372,331	6.2
Golden Gate Bridge Vehicle Crossings (19)	(number)	983,719	898,683	3,867,427	3,549,879	8.2
DAIRY RECEIPTS (20)						
Butter	(pounds)	2,203,253	2,946,432	11,709,384	10,673,060	9.7
Cheese	(pounds)	1,713,756	1,270,255	7,783,983	8,047,789	3.3
Eggs	(cases)	107,588	107,588	520,760	511,192	25.7
Poultry, Dressed	(pounds)	1,327,267	1,849,632	6,374,107	5,314,210	9.2
FRUITS AND VEGETABLES (20)						
	(carlots)	2,036	1,365	8,739	8,358	4.6
LIVESTOCK SLAUGHTER (20)						
Cattle	(total number)	155,272	164,398	689,158	727,370	5.2
Cattle	(number)	32,794	32,689	153,460	150,198	2.1
Calves	(number)	7,854	7,854	38,510	32,303	8.6
Sheep and Lambs	(number)	70,720	77,187	288,635	304,792	1.9
Hogs	(number)	43,868	42,463	201,779	221,341	8.8
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food	(index)	241.7(c)	210.5(c)	14.8		
Apparel	(index)	199.3(c)	181.4(c)	9.9		
Rent	(index)	131.3(c)	122.8(c)	7.3		
Fuel, Electricity and Ice	(index)	92.0(c)	84.5(c)	8.9		
House Furnishings	(index)	179.1(c)	159.3(c)	12.4		
Miscellaneous	(index)	173.5(c)	166.9(c)	4.0		
All Items	(index)	188.7(c)	172.9(c)	9.1		

*New Series: (a) April latest, (b) 1 month cumulative, (c) March 15; (d) revised.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Education; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Harbor Commissioners; (15) Marine Exchange, Inc.; (16) Pacific Gas & Electric Co.; (17) Water Dept. City and County of San Francisco; (18) San Francisco Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics U. S. Dept. of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

City Govt. To Undergo Management Study Series

With a view to possible improvements in efficiency and economy, a series of management studies of San Francisco's city government will begin July 1.

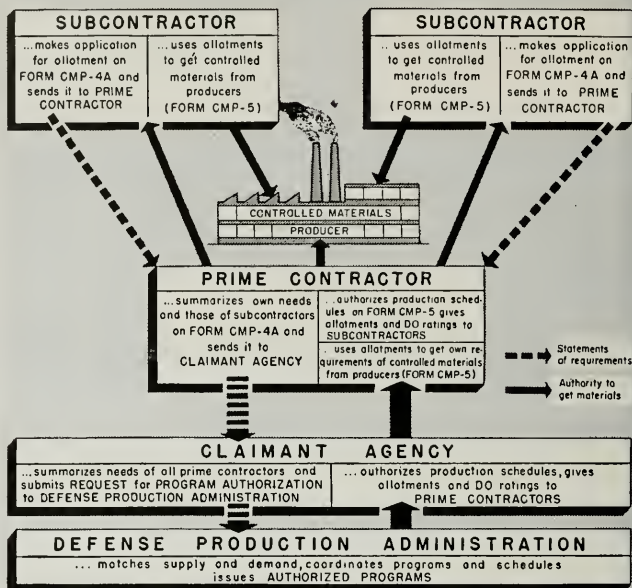
Adaptation for city management purposes of the most modern techniques employed by forward-looking business organizations is the major target of a survey committee charged with making the study, according to N. Loyall McLaren, chairman of the Municipal Government Survey Advisory Committee.

Mr. McLaren stated that the City of San Francisco is unique in having obtained the gratis services of four groups of expert consultants, who will supervise studies in their special fields of property management and utilization, budgeting, city purchasing and accounting.

Paul A. Bissinger, 1950 President of the San Francisco Chamber, is a member of the survey advisory committee, together with John Elwood, Francis J. Carr, Mrs. Lester L. Carter, Arthur Dolan, Jr., George W. Johns, Francis V. Keesling, Sr., Phillip O'Rourke, Peter Weinberger and J. Arthur Younger.

Albert G. Simpson is the group's executive secretary.

How CMP Works for "A" Products



Hitting The HIGH SPOTS

with Walt Brown

"Directory of Electronic Manufacturers & Research Laboratories," the Industrial Dept.'s directory giving locations, executives, production facilities and products of 44 electronics firms, has been brought up to date and is available to members... Capt. T. R. Wirth was honored at a meeting yesterday of the Chamber's Armed Forces Committee on the occasion of his retirement as Chief of Staff, 12th Naval Dist., to enter private business...

B. T. Rocca, Jr., vice-pres. of Pac. Vegetable Oil Corp., S.F., making a survey of European markets, gave a report on Philippine copra production before the Oil Seed Crushers Congress last wk. in Brighton, England... Bouquets to American Airlines, Southwest Airlines and Pan American Grace Airways, for Natl. Safety Council awards for safe flying during 1950...

Miles Standish, vice-pres. & gen. mgr. of Service Industries, Inc. (No. Calif. sales agents for Woodall Industries, Inc. products) announces that on July 1 the firm will be retitled Woodall Industries, Inc. of Calif... Gale Plaza, President of Equador, will speak at 5:15 this afternoon at the Mark Hopkins Hotel—Room of the Dons—at a meeting of the World Affairs Council of No. Calif.

IF YOU are to be affected by operation of the National Production Authority's Controlled Materials Plan (CMP) which will start July 1, note in the above chart exactly how orders will be forwarded and filled. For additional information about CMP, write the San Francisco field office

of the U. S. Department of Commerce, Available, for example, is "ABC's of CMP," a brief, non-technical outline of the principles and operating procedures of this new plan which is designed to make defense production expeditious and fair.

Italian Exhibit At Museum

Products of a "new Italian Renaissance" are now on view at San Francisco's De Young Memorial Museum.

The exhibition, "Italy at Work," was organized by the Museum in conjunction with the Italian "Compagnia Nazionale Artigiana" of Florence, and includes products of modern design in glass, ceramics, textiles, furniture, toys and church goods.

Over 1,500 items are in the showing, which is open every day of the week, including Sunday, from 10 a.m. to 5 p.m., through July 31.

Hotel Food Research Here

San Francisco recently became the headquarters for Western Hotels' new "Food Research Department"—the initial step in a complete food unification program for 23 member hotels in the Western states.

Purpose of the new department, located at the Sir Francis Drake Hotel here, is to test, under controlled conditions, better methods of buying, preparing and serving food, according to John L. Hennessey, former chairman of the board of the Statler Hotels, who has just been engaged as food consultant for Western Hotels, Inc.

Mildred Inwood, former chief dietitian of United Air Lines, is department director.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

'Great Golden Fleet' Commissioned



"COMMODORE" DAN LONDON (left) and Chamber President Alan J. Lowrey are pictured in the cabin of one of 14 yachts which now comprise the "Great Golden Fleet of the San Francisco Chamber of Commerce." Mr. London, gen-

eral manager of the St. Francis Hotel and one of the yacht owners who have offered their ships for Chamber trade trip use, is holding his "commission" as "Commodore" of the Fleet, just presented him by Mr. Lowrey.

Chamber Gets 'Goodwill Fleet'—First In World

The San Francisco Chamber of Commerce this week became the first organization of its kind in the world to acquire its own fleet of ships—a "goodwill fleet" commissioned by the Chamber's President to sail under the flag of business prosperity.

In ceremonies marked appropriately by a hustling wind and lapping water at the edge of San Francisco's Marina Yacht Harbor, President Alan J. Lowrey stood on the deck of the yacht "Hallson" and commissioned Dan E. London, general manager of the St. Francis Hotel, as "Commodore" of a fleet of 14 privately-owned yachts which henceforth will be the Chamber's official sea-going conveyance in connection with trade development work by its Inter-City Committee.

Named "The Great Golden Fleet of the San Francisco Chamber of Commerce," the flotilla of yachts will be used to take Chamber members on trade trips to nearby areas that can be reached by water, to give business groups from other cities and visiting dignitaries a means of seeing the Bay and waterfront facilities, and to allow for participation in community events such as Harbor Day.

"I can visualize extremely worthwhile

(Continued on page 2 column 2)

— Second Century of Progress —

Chamber Opposes Action Threatening Private Trade

A recent announcement by the Economic Cooperation Administration that the United States Government will buy and ship \$15,000,000 worth of goods to the Philippines caused great concern here last week, resulting in a series of telegrams being sent to government officials in Washington by the San Francisco Chamber of Commerce and Export Managers Association of San Francisco.

The ECA announcement on Philippine procurements calls for purchase through the General Services Administration of a variety of items including consumer goods, most of which are presently being shipped in ample quantities through normal trade channels, according to Alvin C. Eichholz, Manager of the Chamber's World Trade Department.

The wire sent by the Chamber to William C. Foster, ECA chief, and other Washington officials, states in part, "ECA Memo No. 131 has caused considerable concern here as establishing further precedent for

1951 Research Conference Proceedings Now Available

Some of the best thinking in the country with regard to modern methods of research and their application to a defense economy is recorded in printed proceedings, now available, of the 1951 (Third Annual) Research Conference, according to Randle P. Shields, Manager of the Chamber's Special Events Department under which the activities of the April 5 conference were coordinated.

Bound in an attractive green cover, the 60-page printed booklet presents introductions, remarks, complete texts of addresses, names of conference members, and those who, through special committees, effected what has been referred to as the most successful research conference ever held in this area.

One highlight of the report is recorded remarks of directors of seven of the country's major research institutes who attended the conference as members of a panel session on "Research Institutes in a Defense Economy."

Mailed this week to all those who regis-

(Continued on Page 4, Column 3)

Guam Governor To Speak Today At World Trade Meet

The Honorable Carlton Skinner, Governor of Guam, will address members of the Chamber's World Trade Association today at a luncheon in the Garden Room of the Fairmont Hotel. His talk will be on "Current Business Developments in Guam."

Visiting San Francisco this week, the island's chief executive had indicated a desire to meet with local world traders, according to Victor B. Smith, President of the World Trade Association. The Association meeting will give him that opportunity, Smith said.

The Governor is a native Californian and a newspaperman who served with the United Press and Wall Street Journal before entering government service. He later was with the Departments of Labor and Interior, and the Maritime Commission.

He participated in the first United States action against Germany in World War II—the capture of the German weather station in Greenland.

(Continued on Page 4, Column 1)

OFFICERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE 1951

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(Vice President, Union Oil Co. of California)
W. F. Fuller, III, First Vice President
(Treasurer, W. P. Fuller & Co.)
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(Comm'l Vice Pres., General Electric Company)
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Frederic B. Whitman, Western Pacific RR. Co.
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W. F. Fuller, III, Louis Sloss
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Domestic Trade, C. A. Stoyler
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Public Affairs, Legislative, J. P. Gilchrist
Publicity, Walter Brown
Research, R. B. Koerber
Retail Merchants Association, D. P. Street
Transportation, W. A. Robide
World Trade, A. C. Eichholz

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXtbrook 2-4311. (Subscription, One Dollar a year. Entered as Second-Class Matter, July 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Book Describes Inflation

Available, at nominal cost, to Chamber members interested in instructing employees on the dangers of inflation and what to do about it, is a 16-page picture-story pamphlet titled, "How Stalin Hopes We Will Destroy America" produced by Bemis Bros. Bag. Co. of St. Louis, Missouri.

Offered to businessmen throughout the country as a means of dramatizing to workers the ways in which they and their families can halt inflation "before it's too late," the booklet is spoken of as being of particular help to medium and small-size businesses which do not have facilities for developing their own employee-communication material along similar lines.

Inquiries regarding the booklet may be addressed to Pictorial Media, Inc., 205 East 42nd Street, New York 17, New York, according to the Bemis firm.

Hoist The Colors!!



SOON TO FLY from the mastsheads of 14 yachts comprising the "Great Golden Fleet of the San Francisco Chamber of Commerce" are replicas of the Chamber flag shown above being displayed by Prentiss A. Rowe (left), President Lowrey (center) and Dan E. London. They are pictured at the stern of Mr. Rowe's yacht in Marina Yacht Harbor after ceremonies earlier this week in which Mr. London and Mr. Rowe were commissioned "Commodore" and "Captain" respectively, in the new Fleet.

'Great Golden Fleet'

(Continued from Page 1)

possibilities for the 'Great Golden Fleet,' said Mr. Lowrey yesterday.

"Entirely aside from the uniqueness of being—to our knowledge—the first chamber of commerce in the world to adopt an official 'fleet,' the practical usefulness of the yachts is limitless."

"Commodore" London said, "We're really going places—and we're starting this summer! There is a great deal of good we can do with our fleet to enhance San Francisco's prestige and further focus the attention of other areas on our business and trading facilities."

All of the yachts in the fleet are owned by Chamber members, and range in size from 35 to 75 feet long. Each owner will be commissioned a "Captain" in the fleet and while in command of his own ship, will be under the general direction of Mr. London during official activities.

The "captains," to be named shortly, will be presented with certificates citing their rank in the "Great Golden Fleet." First man to be so appointed is Prentiss A. Rowe, president, A. I. Hall & Son, Inc., owner of the yacht on which Mr. London was "commissioned" this week.

One of the most important uses to which the fleet will be put this summer will be in connection with the entertainment of more than 150 visiting businessmen expected here in September for "Sacramento Valley Days in San Francisco."

By the end of the year it is expected the Chamber's fleet will number close to 25 yachts, according to Mr. London.

Chamber Urges Extension Of Priority Ratings

The San Francisco Chamber of Commerce has gone on record as favoring an extension of the procedure for granting priorities on goods and equipment for export shipments.

Alan J. Lowrey, Chamber President, wrote to Charles E. Wilson, Defense Mobilizer, last Friday, June 29, urging such action on the part of the Office of Defense Mobilization.

Lowrey's letter said, in part, "We (the Chamber) have been particularly concerned with the problem of assuring an adequate flow of goods and equipment to our overseas allies because the initial effort in this direction has been restricted to Controlled Materials Plan items—steel, copper and aluminum. Priorities are granted for export shipments of these products only."

"We believe that this procedure should be expanded, since it is our local experience that export licenses not accompanied by Defense Order ratings are ineffective and shippers have considerable difficulty securing supplies of many non-CMP goods."

The action taken by the Chamber was the result of a careful study of a policy statement issued by Wilson on May 29, according to Lowrey.

The request from the Chamber mentioned Wilson's view that the essential flow of supplies to the free nations was of importance. The letter asked that such a policy be made more effective from an administrative point of view by granting authority to the Office of International Trade to issue priorities when export licenses are validated for materials not now covered by the Controlled Materials Plan to assure their movement to the free world.

— Second Century of Progress —

Use Of Addresses Urged On Business Stationary

A recent article in BAY REGION BUSINESS drawing attention to the failure of some San Francisco business firms to include their addresses on invoices and letterheads has resulted in a survey of 100 local firm letterheads and 200 local firm invoices by the Chamber's Distributors Section.

The survey reveals that of the letterheads checked, 17 per cent did not include street addresses, and 7 per cent had no telephone number listed.

A check of the invoices showed 12 per cent with no street addresses, and 30 per cent lacking telephone numbers.

After a review of the survey, H. R. Cuyler, Section Chairman, said, "No matter how you approach the subject, letterheads and invoices without street addresses and telephone numbers add up to poor business and cause unnecessary inconveniences to customers."

"We are sure that the lack of an address or telephone number on a firm's stationery is merely an oversight—but is certainly one that should be corrected in the interest of good business relations."

Mr. Cuyler reiterated the Chamber's early suggestion that firms review letterheads and invoices to make certain that they are not a cause of "lost business or ill feeling on the part of customers."

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

INDEX OF MILITARY PURCHASING OFFICES

The Munitions Board, Washington, D.C., has recently published a list of military purchasing offices which contains a cross index of many products purchased for military use. A limited number of copies are available in the Chamber's Industrial Department.

ALLOTMENT ACCOUNTING FOR CONSUMERS UNDER CMP

A new booklet entitled "Allotment Accounting for Consumers Under CMP" was recently issued by the National Production Authority. The booklet describes the record-keeping required of manufacturers and others operating under the Controlled Materials Plan. Copies may be obtained from the National Production Authority through the U.S. Department of Commerce regional field office in the Flood Building here.

LIST OF BASIC MATERIALS AND ALTERNATES

Approximately 550 materials are classified according to the present availability in a four-page pamphlet entitled "List of Basic Materials and Alternates," recently published by the National Production Authority, U.S. Department of Commerce. Copies are available at the regional offices of the U.S. Department of Commerce or may be purchased for one cent each from the Superintendent of Documents, Government Printing Office, Washington 25, D.C.

CMP REGULATION 6

CMP Regulation 6 having to do with construction under the Controlled Materials Plan was released by the National Production Authority, June 21. Forms requesting approval of construction projects under CMP along with instruction sheets for completing these forms are available at the regional office, U.S. Department of Commerce.

CONTRACTS AWARDED

Prime contracts awarded in the San Francisco Bay Region during the two-week period ending June 8, 1951, are classified below according to commodity, number of contracts and dollar volume.

Commodity	No. of Contracts	Amount
Food & Kindred Products	49	\$ 6,352,000
Rubber & Manufactures	4	1,218,000
Miscellaneous Textile Products	3	57,000
Paper and Manufactures	10	195,000
Coal, Petroleum & Products	2	32,000
Other Nonmetallic Minerals	1	21,000
Metals and Manufactures, Except Machinery and Vehicles	20	685,000
Electrical Machinery & Apparatus	6	346,000
Machinery, Except Electrical	22	2,684,000
Vehicles, Accessories & Service Equipment	2	32,000
Chemicals and Related Products	8	330,000
Instruments and Related Products	3	57,000
Miscellaneous Commodities	2	434,000
TOTAL	132	\$12,443,000

Boy Scouts Are Chamber 'Ambassadors Extraordinary'



REPRESENTING SAN FRANCISCO at the Seventh World Jamboree of Boy Scouts, to be held August 3-13 in the lake country of upper Austria, are the two boys shown above, flanking Alvin C. Eichholz, Manager of the Chamber's World Trade Department. They are (left) Jacob L. Mathis, III, Eagle Scout and member of San Francisco Explorer Troop 33, and William W. Pope, Life Scout, San Francisco Scout Troop 14. Mathis is the son of Mr. and Mrs. J. L. Mathis of 647-A Castro Street; Pope's parents are Mr. and Mrs.

Charles St. George Pope of 308 Laurel Street. At the far right is Oscar Alverson, Scout Executive of the San Francisco Area Council.

Part of a delegation of 1,000 Boy Scouts of America who will join approximately 50,000 Scouts from 71 nations at the Jamboree, Mathis and Pope were presented with two of the Chamber's special "Ambassador Extraordinary" cards and with San Francisco literature and a message from Mayor Elmer E. Robinson to the Mayor of Badisch, Austria, site of the Jamboree.

C. of C. Service Helps Make City 'Known Round World'

A recent letter from a Britisher points up the fact that Chamber activity has done a good deal to make San Francisco a "city known 'round the world."

Douglas Wright, a building contractor's agent in Essex, England, had written the Chamber asking for an illustrated booklet of San Francisco, expressing a desire to know the city better, even though he would never be able to travel here.

The request, one of the thousands made of the Chamber each year, was quickly filled, with the result that Mr. Wright wrote again, saying in part, "From these pictures, one can understand your pride and whilst it would be nice to actually see the city, I am pleased with the book."

G. L. Fox, General Manager of the Chamber, in commenting on the letter and the Chamber's related activity, said:

"The constant stream of general material publicizing San Francisco sent in answer to such requests, together with the pictures and stories of the city filed with foreign publications, make our city's name common property in all parts of the globe."

"The result, inevitably, is increased trade and travel through San Francisco."

"The interest," Mr. Fox continued, "indicated by Mr. Wright's letter and its thousands of counterparts, makes obvious the

Hitting The HIGH SPOTS

with Walt Brown

M. T. Kelly of the Athlone Cultural Entertainment Progressive Society, McCormack Memorial Committee, writes from his hdqts. in Duogue, Athlone, County Westmeath, Eire, that any San Franciscans interested in helping establish a permanent memorial in Athlone to the late world-famous tenor, John McCormack, should communicate with him (Kelly) . . . Miss Emma Lee, office manager of Johns-Manville Sales Corp., has been named natl. chairman of the 33rd annual International Conferences and Expositions of the Natl. Office Managers Assn., to be held in S.F. in May of next year . . . New officers of the Soroptimist Club of S.F. (for '51-'52) are: Mrs. Gladys B. Hentzy, president; Mrs. Yanovera Towey Garnett, vice pres.; Mrs. Forest Dell De Laney, recording secy.; Miss Gladys R. Lehning, corresponding secretary; Miss Cornelia Farrell, treasurer . . . H. N. How, president, Western Machinery Co., has been named to two govt. advisory committees: Defense Minerals Administration and Defense Solid Fuels Administration . . . Western Pacific Ry. will be featured in an article, "This Railroad Car Saves Lives," scheduled for the August 4 issue of Saturday Evening Post. The story deals with Western Pacific's part in collecting blood for the Red Cross blood bank.

desire by people throughout the world for greater knowledge and appreciation of San Francisco."

Expect Heavy Attendance At Western Summer Mart

Buyer attendance at San Francisco's Western Summer Market, July 16-20, will be heavy, according to Frank K. Runyan, Western Merchandise Mart president.

Reason for the high attendance at the showing, Runyan said, "is because merchants are keenly interested in re-evaluating their inventories, in learning how to reduce excess stocks of slow-moving goods and in acquiring faster selling merchandise which may conceivably be in short supply in the future."

Another opinion expressed by the Mart executive was that with recent surveys pegging personal income and potential buying power at an all-time high, successful and alert dealers and buyers will be coming to the Summer Market here, "open to buy" new merchandise that will sell.

"The dealers," he said, "will secure at first hand the new promotional ideas and selling techniques through which the tempo of business may be accelerated."

Chamber Opposes Action

(Continued from Page 1)

government trading and eliminating of private channels."

Eichholz declared that the explanation offered by ECA for the movement of goods through government channels — clearly against the intent of Congress in establishing our foreign aid program — is that the funds were made available on April 27 from European aid appropriations and had a "terminal obligation" date of June 30, 1951. If they were not committed or spent by that date, they would no longer be available for their assistance purpose. With the little time available, ECA said it was necessary to use Government channels to procure the goods.

"We take exception to this type of thinking that money has to be spent," Eichholz said.

A portion of a telegram sent to the same Washington officials by Gordon Graham, President of the Export Managers group, said, "We feel private channels can supply needed items just as promptly as contemplated in the government program. Announced procurement plan directly contrary to oft repeated policy of Congress to handle ECA aid through private channels, and we strongly object to any further expansion of government procurement which has already assumed unreasonable proportions in procurement for other Southeast Asia countries."

Both the Chamber and Export Managers have sent copies of their telegrams to chambers of commerce, trade groups and other interested parties throughout the United States.

It was noted in the Chamber's covering letter that the Philippine Undersecretary of Foreign Affairs, Felino Neri, said in San Francisco this week:

"The Philippines' foreign currency reserves have doubled this year from \$200,000,000 to over \$400,000,000, indicating an improving financial and commercial position."

San Franciscans Serve On OPS Advisory Committees

Many San Francisco businessmen and Chamber members are currently giving of their time and experience to serve on governmental advisory boards, according to Chamber General Manager G. L. Fox. One important group, he said, is the 59 local manufacturers and distributors recently appointed by Office of Price Stabilization Director Michael V. DiSalle to help OPS on special price control committees.

Last week's BAY REGION BUSINESS mentioned the function of these businessmen as that of advising on the content, operation and effectiveness of pricing orders for the industry or trade in which each is engaged. Some of the committeemen were named.

To the end that San Franciscans may know all these men who are representing them in such an important function, the balance of the list — committees, names and affiliations — is reproduced below:

Coffee: Harold Gavanagh, B. C. Ireland, Inc.; T. Carroll Wilson, Hills Bros. Coffee, Inc.; J. A. DeArmond, J. A. Folger & Co.; Joseph C. Thierbach, Jones-Thierbach Co. **Gold Storage:** Frank S. Deegan, Hasket Warehouse Co. **Concrete Reinforcing:** Cars: E. B. McClure, vice president, Soule Steel Company. **Crude Oil:** George B. Hargens, Standard Oil Company of California. **Dairy:** Paul Young, president, Golden State Company. **Dried Fruits:** Dwight K. Grady, vice president, Rosenberg Bros. & Co., Inc.; R. L. Engell, president, Dried Fruit Operations, California Packing Corporation; J. Unland, vice president, Consolidated Packing Company.

Export Industry: Dwight K. Grady, Rosenberg Bros. Co.; Eric A. May, Getz Bros. & Co.; Brayton Wilbur, Wilbur-Ellis. **Feather & Down:** Harold Simon, Smon Mattress Manufacturing Co. **Food & Paper Merchants:** JAC: Robert Knight, gen'l. sales mgr., Zellerbach Paper Company. **Fish Meal & Fish Solubles Manufacturers:** A. H. Mendonca, president, F. E. Booth Company, Inc.; Donald Saxby, California Packing Corp. **Flavored:** B. T. Rocca, Pacific Vegetable Oil Corp.

Import: B. T. Rocca, Pacific Vegetable Oil Corp.; Harold J. Stude, vice president, H. M. Newhall & Co.; L. M. Dickson, American Import Company. **Industrial Molasses:** Donald McLean, Executive V-P, California & Hawaiian Sugar Refining Co.; E. H. Benoit, Asst. to President, Spreckels Sugar Company; Joseph H. Ferguson, president, Pacific Molasses Company. **Liquidated Petroleum Gas—Natural Gas & Natural Gasoline:** George B. Hargens, Standard Oil of California; Robert E. Maloney, Calor Gas Co. **Margarine:** R. I. Hoag, Manager, Coldstream Products Company. **Meat Wholesalers, Processors and Peddlers (Hotel Supply Committee):** Fred Reis, Schweitzer & Company. **Meat Wholesalers, Processors and Peddlers:** John Fligone, Golden State Meat Company.

Men's & Boys' Outer Wear: Charles A. Block, President H. & L. Block Co. **Merchandise Storage:** Irving S. Culver, Gibraltar Warehouses; A. H. Mendonca, F. E. Booth Company, Inc. **Petroleum Industry Advisory Committee—Lubricating Oil:** A. West, Manufacturers Dept., Standard Oil of California. **Pickle:** M. M. Berne, Pickle Sales Manager, California Packing Corporation. **Public Feeding:** John Quigley, President, Drake Wilshire.

Refrigerators: P. B. Ortmann, Gladding, McBean Company. **Rice Milling:** Oscar Zehal, Rosenberg Bros.; Florence Douglas, Grosjean, Rice Mill; Harry Creach, California Rice Exporters. **Second Hand Burlap Bags:** Phil Schwartz, Pacific Diamond H. Bags. **Special Paperboard:** Bern F. Aikens, vice president, Fibreboard Products, Inc. **Structural Clay Products:** R. H. Berg, President, Fort Costa Brick Co. **Wholesale Con-**

Chamber Urges Increased Care For Tuberculosis

In an action aimed at improved community health, the Chamber's Board of Directors has requested the city's Board of Supervisors to give future consideration to the provision of additional beds for the treatment of tuberculosis at the San Francisco Hospital.

The Chamber's governing body authorized a letter to its municipal counterpart which said:

"We are indeed pleased to learn the Board of Supervisors has appropriated moneys to provide one additional ward for the treatment of tuberculosis at San Francisco Hospital. In view of the critical need for such treatment, we feel that this action is a step in the right direction.

"However, at the time that our recommendation on this matter was sent to the Board of Supervisors, it was understood that the appropriation in the budget of the Department of Public Health would provide for the opening of two additional wards for tubercular patients.

"It is our sincere hope that when the budget is considered next year, provision will be made, should the need prevail, for additional beds for the treatment of tuberculosis."

The Chamber's action came as a result of a request to the Board of Directors from its Public Health Committee headed by Hiram W. Johnson, 3rd.

Summer (Small) Durable Goods: Wakefield Baker, Baker & Hamilton. **Wholesale Food Distribution:** J. B. Rhodes, President, Pacific Mercantile Company; Adrian J. Falk, President, S & W Fine Foods.

Wine Industry: General John R. Deane, President, Italian Swiss Colony; Barry Barcegaluppi, President, California Grape Products; Louis A. Petri, President, Petri Wine Company. **Women's & Misses' Coat & Suit Industry:** Adolph T. Schuman, Lily Ann Corporation. **Wood Treasuring:** W. W. Jackson, J. H. Baxter & Company. **Work Clothing:** Walter A. Haas, Jr., Vice President, Levi Strauss Company.

1951 Research Conference

(Continued from Page 1)

tered at the conference, the report may be purchased by others for \$3 by sending a check or money order to the San Francisco Chamber of Commerce, 333 Pine Street, care of Mr. Shields.

Chairman of the conference's Executive Committee was Dr. M. E. Spaght, president, Shell Development Company. A. B. Layton, vice president, Crown Zellerbach Corporation, was chairman of the Program Committee.

Sponsors were the San Francisco Chamber of Commerce, University of California, Stanford University and Stanford Research Institute.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Favorable Action Reported On Legislative Measures

Of 21 State legislative bills considered by the San Francisco Chamber of Commerce to be of prime importance at the 1951 Legislature just concluded, all were acted on in accordance with the expressed desire of the Board, according to a report made today by the Chamber's Legislative Representative, Public Affairs Department Manager John P. Gilchrist.

Of major importance in the 21 separate bills—all reported on individually in a written summary by Gilchrist to the Board—were the following:

AB-233, S. 484—Appropriation of \$65,000 for support of the Grand National Junior Livestock Exposition (passed); **AB-1883** (Aviation Gas Tax)—Making available approximately \$12,500 for development of San Francisco's International Airport (passed); **AB-3121**—Appropriating \$30,000 for promotion and development of San Francisco's World Trade Center Authority (passed); **SB-549**—Creation of a Rapid Transit Commission (passed).

Gilchrist reported a total of 5303 bills were introduced at the session, of which 1,902 were passed. Of these, 135 were of interest to the Chamber and 111 had been acted on by the Board of Directors through expression of approval or disapproval.

These Board expressions formed the basis of Gilchrist's activities in Sacramento, which took 120 days during the legislative session.

Gilchrist reported that effective representation of the San Francisco Chamber in Sacramento was enhanced by the creation in March of this year of the Chamber's Legislative Committee which, under chairmanship of Board Director Thomas Coakley, enabled him to "assume a prompt position in behalf of the Chamber."

— Second Century of Progress —

Men's Apparel Club Holds Exhibit, Elects President

E. T. Cherin of Troy of California was elected new president of Men's Apparel Club of California (CALMAC) early this week as the group's semi-annual San Francisco exhibit opened in the Whitcomb Hotel for a four-day run which ended yesterday.

Sports coats, suits, shirts, neckwear and other items that combine to produce the well-dressed man were displayed to more than 2,000 buyers who came from most of the 11 Western States, according to General Chairman Al Peters of Peters of California.

In addition to the exhibit of Fall fashion merchandise, discussions and forums pointed up latest trends in garment retailing.

Revision In Rates Won For Eastbound Carloads

A revision in tariffs on eastbound carload traffic which will enable Pacific Coast shippers to sell to better advantage in the region east of the Rocky Mountains, has been effected by the San Francisco Chamber of Commerce in cooperation with other West Coast organizations, it was reported this week by the Chamber's Transportation Department.

Walter A. Rohde, Department Manager, said the transcontinental railroads will publish, September 1, a provision under which certain restrictions will be removed from the "stop-in-transit" (to partly unload) privilege for all carloads with final destination generally west of Chicago and the Mississippi River.

There will be an accompanying "relaxation" of restrictions when final destination is in the East, Rohde also announced.

The Transportation Department earlier this year participated in discussions with freight traffic officials of the railroads, urging removal of the restrictions, which the Chamber considered unfair to local shippers.

— Second Century of Progress —

Soldier Writes Chamber—Gets Calif. Flag For Jeep

"Recently, in Korea, despite our successes against the enemy, an alarming situation has arisen," wrote 1st Lieutenant Darrell H. Voss of the 24th Infantry Division to the San Francisco Chamber of Commerce, last month.

He referred to a lack of California flags over there and said, "I feel it is our duty to bring the Golden Bear to this God-forsaken piece of terrain."

Guided by its experience in a recent similar case, the Chamber went to work.

Today, Lt. Voss is flying the flag of the State of California from the aerial of his jeep.

The presentation was effected by Al G. Lowenheim of Colorbac, Inc., a member of the Chamber's Armed Forces Committee, who obtained the flag and promptly dispatched it by air to the Lieutenant.

Mr. Lowenheim is currently awaiting a requested picture of Lt. Voss "with the California banner flying from his jeep."

— Second Century of Progress —

Chemical Research Meeting

C. M. Shaw of California Research Corporation, will speak on "Promotion Of Product Sales By Research and Technical Service" at the 42nd meeting of the Western Chemical Market Research Group to be held at 6 p.m., July 19, in the Bamboo Room of the Drake Wiltshire Hotel.

Chamber Produces New Descriptive Map Of City

A colorful new map of San Francisco, defining at a glance the city's shopping, commercial and industrial districts, has been produced by the San Francisco Chamber of Commerce in cooperation with the City and County of San Francisco.

Earmarked chiefly for use by tourists and new settlers in the Bay Region, the map unfolds to approximately 16 by 19 inches and shows in detail San Francisco's streets and avenues, main arterials, highways, parks, squares, playgrounds, U.S. reservations and public places.

Through use of a light gold color overlay on the blue basic map, a reader may get an instant impression of the city's commercial and industrial districts. The latter, according to the Chamber's Research Department Manager, Ralph Koerber, who was in charge of the project, is sub-divided into "light industrial" and "heavy industrial" sections.

This feature, he said, combined with other valuable indications such as main arterials and highways, will be of important use to industrial prospects.

Other unique features of the map include the Bayshore Freeway location (right up to the Bay Bridge entrance); identification of each of San Francisco's 12 major residential districts; and locations of 31 shopping centers outside the central commercial area.

On the reverse side of the map appear descriptions of 96 different points of interest in San Francisco; a smaller map of Northern California showing scenic attractions within easy driving distance of San Francisco; an enlarged map of the business district; and a map and description of the entire San Francisco Bay Region.

"This is one of the most useful maps of San Francisco and the Bay Region ever

(Continued on Page 4, Column 2)

Japanese 'Queens' Hosted At Chamber Of Commerce

Three Japanese "princesses," counterparts of this country's "Miss America," who have been on a goodwill tour of the United States since June 14, were welcomed this morning at the Chamber.

They are Miss Ukuko Yamamoto, ("Miss Nippon") of Kyoto; Miss Yoshiko Tamura of Tokyo, and Miss Keiko Mimura of Osaka.

Accompanying the Japanese girls were Kazuo Fukami of the Japanese newspaper, Yomuri Shimbun—sponsor of the tour; Sigeiki Oka, of the American-Japanese Publishing Association; Mrs. Michi Onuma, English editor of the Hokubei Mainichi, Japanese newspaper in San Francisco; and Jio Shigeru, secretary, Japanese-American Society of San Francisco.

OFFICERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE 1951

Alan J. Lowrey	President
(Vice President, Union Oil Co. of California)	
W. P. Fuller, III	First Vice President
(Treasurer, W. P. Fuller & Co.)	
Ray W. Turnbull	Second Vice President
(Comm'l Vice Pres., General Electric Company)	
J. W. Maillhard, III	Third Vice President
(Maillhard & Schmiedel)	
G. L. Fox	Fourth Vice President
Louis Sloss	Treasurer
(Vice President, H. S. Crocker Corp., Inc.)	
Harold S. Dobbs	Assistant Treasurer
(Lillick, Geary, Olson, Adams & Charles)	
Marie A. Hogan	Secretary

BOARD OF DIRECTORS

Phil R. Bradley, Jr.	Pacific Mining Co.
Belford Brown	The San Francisco Bank
Warren Burke	United Air Lines
Thos. Coakley	Littler, Coakley, Lauritzen & Fardon
Edward W. Engs, Jr.	Diamond T. Motor Truck Co.
Thomas G. Franck	Wilbur-Lisby Company
H. H. Fuller	Bethlehem Pacific Coast Steel Corp.
Everett Griffin	Griffin Chemical Company
Harold Gudnason	Alice of California
Horace A. Guttard	Guttard Chocolate Company
L. S. Hamm	West Side Theatres, Inc.
King Harris	Russell, Harris & Wood, Inc.
Glen Ireland	Pacific Telephone & Telegraph Co.
Ronald E. Kaelin	San Francisco Stock Exchange
John Lawler	Poultry Producers of Central Calif.
Donald Maclean	California and Hawaiian Sugar
	Refining Corporation, Ltd.
Thomas G. McGuire	Industrial Indemnity Company
William G. Merchant	Architect
M. S. Pennington	Pacific Transport Lines, Inc.
Harold D. Pictel	Dohrmann Commercial Co.
John B. Quigley	Drake Wiltshire Hotel
H. Rebele	Wells Fargo Bank & Union Tr. Co.
Leo E. Sievert	The Atchison, Topeka & Santa Fe
	Railway Company
Frederic B. Whitman	Western Pacific RR. Co.
J. D. Zellerbach	Crown Zellerbach Corporation

EXECUTIVE COMMITTEE

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Thomas Coakley	Maillhard S. Pennington
W. P. Fuller, III	Louis Sloss
John Lawler	Ray W. Turnbull
J. W. Maillhard, III	Frederic B. Whitman

EXECUTIVE STAFF

G. L. Fox, General Manager	
Marie A. Hogan, Secretary	
V. E. Reames, Controller	
Agricultural	Randle P. Shields
Aviation	J. P. Gilchrist
Civic Development	P. Street
Domestic Trade	C. A. Snyder
Industrial	L. M. Holland
Membership Relations	J. M. O'Donohue
Public Affairs, Legislative	J. P. Gilchrist
Publicity	Walter J. Brown
Reservations	R. B. Koerber
Retail Merchants Association	D. P. Street
Transportation	W. A. Rohde
World Trade	A. C. Eichholz

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Prevent Forest Fires!

In the interest of preventing needless forest fires this summer, the San Francisco office of the U.S. Forest Service this week suggested the following "tips" for vacationists:

Hold your match and feel it before discarding; crush out tobacco butts in mineral soil . . . in autos, use the ash tray; drown your campfire . . . stir it . . . drown it again; to burn trash, get a permit from nearest fire protection officer. Observance of these simple rules, the Service points out, will save valuable timber, other property, and lives.

'Western Summer Market' Opens Next Week At Mart

"What's ahead for retailers" will be the keynote of the Western Summer Home Goods Market in San Francisco, to be held July 16-20 at the Western Merchandise Mart, according to Frank K. Runyan, Mart president.

In a series of dinner meetings, group gatherings and in private conversations, he said, national leaders in the home goods field will present their views and give dealers and buyers their interpretations of the "quickly-changing conditions in our own industry and trade."

"The turning point in consumer buying is near," Runyan said this week. "Successful and alert merchants are now keenly interested in re-evaluating their inventories . . . in learning how to reduce excess stocks of slow moving goods . . . and in acquiring faster selling merchandise, which may conceivably be in short supply in the not-too-distant future."

To provide all buyers with a first-hand view of new promotional ideas and selling techniques, Runyan said this summer's Home Goods Market will present "an unusually important and complete program of special events" including:

Tuesday, July 17, 6 p.m.—Western Furniture Forum and Dinner; Wednesday, July 18, noon—Toy and Juvenile Goods Trade Luncheon, 6 p.m.—Western Radio-Television and Appliance Trade Dinner, 6:30 p.m.—Western Linen and Domestic Industry Dinner.

Guam Governor Tells Of Business Opportunities

Guam offers the best commercial opportunity that American businessmen interested in the Orient and the Pacific have had in a hundred years, according to Carlton Skinner, governor of the island.

The "dot on the Pacific" was changed by war from a quiet agricultural community into a bustling industrial frontier which may be looked on as the "Hong Kong of the future," said the governor in an address last Thursday before the World Trade Association of the San Francisco Chamber of Commerce.

Predicting that within a few years, Guam will be the far eastern headquarters of a substantial number of American corporations, Mr. Skinner cited the following reasons for business to go to the island instead of to one of the larger cities of the Orient:

Guam is a safe place for money, personnel, records and plant investment; managers and their staffs are safely under the American flag—they cannot be taken hostage and then have to be ransomed; company money is in an American bank and its property is protected by United States law as enforced and interpreted in a United States Court; plant investments can be made and protected on normal American expectations of value, depreciation and operating life; all of the important centers of the Far East are within a day's air time of Guam.

"We still want to do business with the other countries of the Far East," Skinner said. "They want our products and we want theirs."

"But, recognizing that their interest is in their own nationals and their own economy, we must parallel them and think in the

Banker Speaks On Australia

Thomas B. Coughran, vice president, Bank of America N. T. & S. A., and manager of its International Banking Department, addressed a joint meeting of the Foreign Credit Chapter, Credit Managers' Association and the Chamber's World Trade Association, yesterday noon in the Fairmont Hotel.

Recently returned from a tour of Australia and New Zealand, Mr. Coughran spoke on the "Australian Outlook" in the light of recent developments which he described as indicative of a change in the trading situation.

—Second Century of Progress—

N. Gray & Co. 101 Years Old

N. Gray & Co., San Francisco's pioneer funeral director and one of the oldest such firms in the United States, celebrated its 101st anniversary this week, according to Kendrick W. Miller, president of the company.

Founded in the excitement of San Francisco's gold rush days by Nathaniel Gray, the firm opened for business on July 10, 1850 with a small wooden building and a mule-drawn hearse. Since then, services have been greatly expanded, according to Miller (Gray's great-grandson). He said his company is now one of the largest funeral directors in Northern California, with establishments in San Francisco and Burlingame.

interest of our own citizens and our own investments.

"The only intelligent program is to headquarter our Far Eastern commercial activities in the only American territory in the Far East. As prudent businessmen, we thus continue our activities with a minimum of risk."

A further important reason for using the island as a base of Far Eastern business operations, Mr. Skinner said, is its status as the only free port under the American flag. No customs duty is assessed on any product or raw material entering Guam, he said.

Describing the commercialization of the island, the governor declared:

"The people of Guam want to create an economy which will make their island self-sustaining. We know that the large military and naval activity which now brings customers and business to Guam should and will eventually level off. We want to start on the creation of an alternative economy."

"The government of Guam intends to support and encourage such a development. The businessmen now on Guam believe in it. They can provide most of the essential local services which any new business needs to operate in a new location."

The governor said Guam now enjoys close to full employment, limited commercial facilities, a \$120,000,000 harbor—"finest in the Pacific Area"—and a population of 60,000.

Governor Skinner is a native Californian and a newspaperman who served with the United Press and Wall Street Journal before entering government service. He later was with the Departments of Labor and Interior, and the Maritime Commission.

Chefs Help Inaugurate New Food Plan For Hotels



CHEFS AND OFFICIALS of 23 member establishments of Western Hotels, Inc., are shown above as they convened recently at the Sir Francis Drake Hotel in San Francisco to help inaugurate a new "food unification program" for the entire chain of hotels throughout the Western States, of which the Sir Francis Drake and the Maurice Hotel are local members. Now in initial stages of development, the unique program is taking form in a food research department which will test, under controlled conditions, better methods of buying, preparing and serving food for all the member hotels. The program is expected to produce not only "uniformly high standard" food for Western Hotels, Inc., but "new menus, new recipes and new ideas for better food."

Local representatives and chain officials shown in the picture are:

FRONT ROW: Left—Vernon Philips, Maitre d'hotel, Sir Francis Drake; third from left—Edward E. Carlson, vice president, Western Hotels, Inc.; fourth from left—Willard E. Abel, general manager, Sir Francis Drake Hotel; fifth from left—John L. Hennessey, food consultant, Western Hotels, Inc.;

SECOND ROW: Second from left—Max Weber, chef, Sir Francis Drake Hotel; third from left—Nam Lew, chef, Maurice Hotel; Sixth from left—Miss Mildred Inwood, director, Food Research Dept., Western Hotels, Inc.;

THIRD ROW: Left—Chef Herbert Lohmann, Sir Francis Drake Hotel.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

CONTROLLED MATERIALS PLAN

The National Production Authority recently announced publication of a new booklet entitled "80 Questions and Answers on the Controlled Materials Plan." The questions selected for answer in the booklet were those most frequently asked at the recent CMP meetings held for businessmen in twenty cities throughout the country.

Free copies of the booklet are available through the U.S. Department of Commerce, Regional Office, San Francisco.

FEDERAL SPECIFICATIONS FOR CIVILIAN PRODUCTS

Manufacturers of civilian products for the government may now obtain copies of specifications through the local office of the General Services Administration rather than writing to the Government Printing Office, Washington, D.C.

The General Services Administration, through its Federal Supply Service, buys for all Federal agencies in the Arizona, California, Nevada and Hawaii areas those items used by them, as well as other special items requested by the agencies.

Interested persons may purchase Federal specifications either in person or by writing to:

GENERAL SERVICES ADMINISTRATION
Information Center, Room 112—Custom House
535 Battery Street
San Francisco 11, California
YUcon 6-3111, Extension 2146

CERTIFICATES OF NECESSITY

The following Northern California firms have been granted certificates of necessity by the Defense Production Administration from the period June 1 through June 22, 1951:

Company	Product	Amount
Merchants Ice & Cold Storage Co., San Francisco	Military food storage	\$ 500,000
Tea Garden Products Co., San Francisco	Processing military food	13,530
Lenkurt Electric Co., Inc., San Carlos	Carrier exptmt.	329,461
Columbia Steel Co., Pittsburg	Cold rolled strip	17,978,830
Schlaurer Chemical Co., Richmond	Sulfuric acid	283,500

NATIONAL PRODUCTION AUTHORITY

The following orders and amendments have recently been issued by the NPA:

M-72, July 1, Chemical Wood Pulp

Sets forth limitations on inventories of market chemical wood pulp and limits consumption to 95 per cent of 1950 use.

M-73, June 28, MRO Supplies for Rail Transportation Systems

Provides for a uniform procedure under which rail transportation systems may obtain their requirements for maintenance, repair and operating supplies and minor capital additions.

M-25, Cans, Amended July 1

Places restrictions upon acceptance of, delivery of, and uses of cans.

M-68, Passenger Cars, Amended July 1

Limits use of controlled materials, aluminum castings, and aluminum forgings in the manufacture of passenger cars, but does not limit by number the units of passenger cars which may be manufactured.

A limited number of copies of the above regulations are available at the Chamber's Industrial Department.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXturbok 2-4511, Ext. 56

D-7516—WALTER HARBETTEL COMPANY, 2840 Fourth Avenue South, Minneapolis 8, Minn., wishes to appoint a local sales representative now engaged in the selling of refrigeration and/or air conditioning equipment, to sell their industrial dehumidifying units.

D-7511—FIRETOX SYSTEM, INC., West Hartford 7, Conn., desirous of securing representation in San Francisco for their automatic chemical extinguisher.

D-7512—B. H. CHEENEY, 7720 Ravenna Ave., N.E., Seattle, Wash., wishes to act as a manufacturers' representative in the states of Washington, Oregon and California for local manufacturers of industrial lines.

D-7513—W. R. CHESLEY, 229 Fifth Street, Colusa, Calif., offers representation to local manufacturers interested in being represented in the Sacramento and Clear Lake areas.

D-7514—DANIELLE COMPANY, INC., Barranquilla, Puerto Rico, manufacturers of Christmas trees and Christmas decorations, artificial flowers, doll dresses, etc., wishes to appoint a sales agent covering the State of California.

D-7515—C. R. CARRICK, 230 East Amherst St., Buffalo, N.Y., wishes to act as a manufacturers' agent for local manufacturers of aircraft, flour mill and specialty items.

D-7516—MARK TWIN COMPANY, 1111 Grant Blvd., Syracuse 3, N.Y., interested in representing industrial and automotive supply companies covering the upper New York State area—not including metropolitan New York.

D-7517—EUGENE F. KEATING, 426 Transportation Bldg., Cincinnati 2, Ohio, established manufacturers' agent, offers coverage of the Cincinnati and Dayton area to interested local manufacturers.

D-7518—VICTOR ENGINEERING CORPORATION, 27 Maplewood Ave., Philadelphia 44, Pa., manufacturers of abrasives and masonry blades, looking for a manufacturers' agent to cover the San Francisco area.

Bay Area Homebuilding Exceeds National Average

Homebuilders in the San Francisco-Oakland Metropolitan Area started 2,770 new permanent non-farm dwelling units during April—a 10 per cent increase over the previous month—according to Max D. Kossoris, Director of the Western Region of the U.S. Department of Labor's Bureau of Labor Statistics. This was in contrast to the national picture, where a contra-seasonal decline of five per cent was reported during the same period.

April was the third consecutive month to show an increase and brought the total for the first four months of the year to 9,300 units started, more than 500 units above the total for the same period in the record year of 1950. Thus far in 1951, each month has exceeded the total for the similar month in the previous year, but it is not expected that this pace can be maintained for long, according to Kossoris. May starts, for example, are expected to show a 10 per cent drop below April.

Although the total number of units authorized in the six counties during April was about the same as for March, increases were reported in some counties and declines in others. San Mateo County led the other five counties with a 664-unit total, a 20 per cent increase over March.

Future Home Of Engineering Supply Firm



NEW HEADQUARTERS of the A. Lietz Company, now under construction at 840 Post Street, are depicted above by architect's pen. Manufacturer and distributor of engineering, surveying and drafts-men's supplies, the firm is building the new quarters to allow for more economical operation and general efficiency, according to F. L. Frizzell, company general manager.

Cab Firm Completes Fourth Month Of Red Cross Aid

Yellow Cab Company of San Francisco today completed its fourth month of providing free transportation for blood donors to Irwin Memorial Blood Bank—at an average of 8-10 donors per day.

Instituted on March 12 of this year, the special service is provided by the taxicab firm as its contribution to the continuing effort to supply fighting men in Korea with whole blood, according to John W. Pettit, assistant to the president.

Free rides in Yellow Cabs from donor's homes to the Blood Bank and back are provided on request by donors through the Bank or the Red Cross. The service is provided "without restriction" within San Francisco city limits, between 9 a.m. and 7 p.m. on week days.

"Cooperation of this sort is invaluable in helping to meet the exacting blood quotas for overseas use," said Sydney G. Walton, chairman, Armed Forces Blood Procurement Committee, San Francisco Chapter, American Red Cross, this week.

"Even if the Korean conflict were to come to a definite end tomorrow," he continued, "we would need hundreds of additional donors just to meet the backlog of requirements by American boys who have already become casualties."

Yellow Cab's transportation help in the Red Cross field is "one of many examples of community responsibility and service" exercised by the firm, according to Chamber General Manager G. L. Fox. He pointed out that Yellow employs approximately 1300 drivers in San Francisco today, "all of whom are trained to exercise personal service and courtesy."

The firm operates 503 seven-passenger sedans which, in a year's time, take about ten million "trips" totaling approximately 30 million miles, according to Pettit. The fleet of vehicles uses roughly 6,000 gallons of gasoline and 100 gallons of oil each day, he said.

New San Francisco Map . . .

(Continued from Page 1)

produced," said Chamber President Alan J. Lowrey this week. Commenting on its distribution, he said it would be used mainly to "handle specific requests" received by the Chamber.

The Chamber, he said, is cooperating with several government agencies such as military orientation centers and with welfare agencies such as travelers' aid groups, in meeting their needs.

"Most of the maps," he added, "will probably be given out right over our counter at 333 Pine Street."

Home Market Schedule

San Francisco Home Goods Market dates for 1952 through 1955 were announced this week by Frank K. Runyan, president of the Western Merchandise Mart, as follows:

- 1952 Winter Market—February 4-8
- 1952 Summer Market—July 14-18
- 1953 Winter Market—February 2-6
- 1953 Summer Market—July 13-17
- 1954 Winter Market—February 8-12
- 1954 Summer Market—July 12-16
- 1955 Winter Market—February 7-11
- 1955 Summer Market—July 18-22

Hitting The HIGH SPOTS

with Walt Brown

Pacific States Lingerie and Robe Association will hold its "Back-to-School and Holiday Showing" at the Hotel Bellevue, July 22, 23 and 24. About 150 lines in women's lingerie, housecoats, robes, hosiery, etc., will be on display... To broaden public interest and participation in its work for better understanding among all races, United Nationalities of San Francisco will hold a giant "open festival-for-all" picnic Sunday at San Mateo County Memorial Park...

Secretary of the Interior Oscar L. Chapman has announced that a proclamation by President Truman has extended the boundary of Muir Woods National Monument in Marin County to include three parcels of land needed for development and protection... Roughly four million readers of the August issue of REDBOOK MAGAZINE, on the stands July 27, will see an excellent article on San Francisco by James Henaghan, together with some fine photos of The City, described by Henaghan, in part, as follows: "If you have five days and a desire to see a truly cosmopolitan center where the past, present and future merge in an atmosphere of activity and excitement, you should consider San Francisco..."

Bucyrus-Erie Company, formerly of 390 Bayshore Blvd., has moved its Western sales office and parts service station to 120 Freeway Street, South S.F.... Avoset Company's new address is 661 Geary St.... "Directions," on exhibition subtitled "A search for Values in the Visual Arts," will run through next week at the S.F. Museum of Art. It presents basic principles underlying the "release of artistic energy"... And special exhibitions now at the Calif. Palace of the Legion of Honor include Pacific Island art, African sculptures, Korean arts, and drawings by Amadeo Modigliani.

— Second Century of Progress —

Remington Movie Available

The question of electric vs. manual typing devices is answered by a new sound film by Remington Rand which is available free of charge to business executives and other interested groups, according to J. B. Fabing, supervisor of the business machine division of Remington Rand, Inc., in San Francisco.

Titled "Keys to Electri-conomy," the film, together with operator and projector, will be provided on request. Arrangements may also be made for a group showing in Remington Rand's auditorium at 41 - 1st Street.

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Chamber Active In Study Of City Traffic Problems

San Francisco has taken a pill for one of her worst headaches, and the Chamber's Traffic and Highway Committee—one of three agencies working on the case—this week predicted eventual recovery.

The optimistic diagnosis had to do with the city's traffic ills and efforts by the Chamber, the Down Town Association and the Central Council of Civic Clubs to cure them.

Since early this year the three organizations, determined to reap joint results for the betterment of local traffic conditions, have been meeting with various city agencies, seeking solutions.

Last week the fourth such meeting was called to discuss further the "Ten Point Program" for traffic improvement recently advanced by the three groups.

Held in Chamber offices, presided over by Traffic and Highway Committee Chairman Belford Brown and moderated by Roger Lapham, Jr., the discussions were participated in by these city officials:

Supervisors Marvin Lewis and Dan Gallagher, Police Commission President J. Warnock Walsh, Director of Traffic Jack Eker, Sgt. John Keegan, Traffic Engineer George Purser, Presiding Judge Carl H. Allen of the Municipal Court, President Jack Goldberger of the San Francisco Labor Council, and President Joseph Diviny of the Brotherhood of Teamsters and Auto Truck Drivers, Local 85.

Here are some of the conclusions reached:

(Continued on Page 4, Column 1)

—Second Century of Progress—

'Business-Education' Days To Be Repeated This Year

The Chamber's Board of Directors has "wholeheartedly" approved sponsorship this year of two events designed to effect closer harmony and cooperation between the city's businessmen and educators.

The first, "Business-Education Day," will feature visits by San Francisco's 3000-plus school teachers to firms, offices and plants. Then, on "Education-Business Day," business people will spend a day in the schools.

Dates for both events will be announced shortly.

San Francisco's Foreign Trade Zone Receives High Praise From Shippers

San Francisco's Foreign Trade Zone at Pier 45 received a resounding vote of approval this week by 50 local and national users of the unique facility who responded to a request for frank opinions concerning its services and operation.

Questionnaires sent to approximately 200 users of the Zone all over the nation have brought, so far, a 25 per cent return—50 responses—and of those responding, not one expressed disapproval with any feature of the Zone's

facilities or operation, according to the San Francisco Chamber of Commerce.

The two questions that received unqualified "yes" answers (except for six who failed to answer one way or the other) were:

"Are present facilities of the Zone adequate for your needs?"

"Are present services and operation of the Zone adequate for your needs?"

Many of the 50 Zone users commented "freely and favorably," according to the Chamber's World Trade Department, which cooperated with the Board of State Harbor Commissioners in making the survey. Typical of the responses, according to Alvin C. Eichholz, Department Manager, was this comment from a large importer of European goods:

"Operation and services (at the Zone) are adequate and exceptionally satisfactory. Cooperation is of the highest, and the friendly help of all concerned has been greatly appreciated."

Eichholz said three firms offered constructive suggestions, as follows: "Install an electric crane, eventually." "Put in an incubator for testing imported meat pre-

(Continued on page 2 column 1)

—Second Century of Progress—

Chamber's New Map of City Makes Hit in All Quarters

Old-timers are re-discovering their city and newcomers are striding confidently through San Francisco's streets and byways this week as a result of the Chamber's newest piece of literature titled, simply:

"A Map Of San Francisco."

Produced and publicized by the Chamber last week as a service particularly to tourists and new settlers, the striking blue and gold folder (which in addition to a map is a highly descriptive piece about the city and the area) received its first reaction from San Francisco's four daily newspapers:

Each city editor wanted "a batch" for his reporters and photographers who they could find their way about town more easily and quickly.

In addition, hundreds of persons have come to the Chamber to get "that new map" and several thousand maps have already been distributed to such agencies as government orientation centers and travelers' aid groups.



NEW OFFICERS OF THE CHAMBER'S JUNIOR WORLD TRADE ASSOCIATION (above) began their duties this week. Left to right, they are Don F. Bechter, President; John A. Sweeney, Vice President; Ken Hollingshead, Secretary; and Russ Wilson, Treasurer. (See story, page 2.)

San Francisco To Be Scene Of 'Town Meeting' Program

America's Town Meeting of the Air, national radio show now in its sixteenth year, will play in San Francisco's Civic Auditorium Monday, July 30, it was announced this week by the San Francisco Junior Chamber of Commerce, which was instrumental in securing the local meeting.

"Can Asia Be Saved From Communist Imperialism?" is the subject to be discussed in open forum. Tickets may be secured free through the Junior Chamber.

OFFICERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE 1951

Alan J. Lowrey.....	President
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W. P. Fuller, III.....	First Vice President
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Ray W. Turnbull.....	Second Vice President
(Comm'l. Vice Pres., General Electric Company)	
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World Trade.....	A. C. Eichholz

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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'Sacramento Valley Days' Scheduled For Sept. 18-19

"Sacramento Valley Days In San Francisco" received an official stamp of approval last week by the Chamber's Board of Directors, and the dates tentatively set for September 18-19, according to Paul A. Bissinger and Dan London, Chairman and Vice-Chairman of the Inter-City Committee.

About 150 business and civic leaders of the Sacramento Valley are expected for the event, which is designed to bring to the attention of these "neighbors" the industrial and trade facilities offered by San Francisco. In addition to selected plant visits, features will include a tour of the Bay in the Chamber's "Great Golden Fleet" and a reception and dinner aboard one of the larger passenger vessels docked at San Francisco.

Chamber Urges Removal Of Car Tracks On Van Ness

Street car tracks are no good without power lines and, thus shorn of their usefulness, are only hazardous and discouraging to the smooth flow of traffic.

This declaration formed the basis for a request made this week by the San Francisco Chamber of Commerce to the Board of Supervisors that all remaining tracks on Van Ness Avenue, 11th Street and Potrero Avenue be "immediately removed."

Belford Brown, Chairman of the Chamber's Traffic and Highway Committee, said the request was made as a result of action by the organization's board of directors in which it was pointed out that "funds are available for the removal of these street car tracks and should be used now."

"With the rising cost of such work, any delay means that the available funds may not be sufficient," Mr. Brown declared, adding:

"The removal of tracks on Van Ness, 11th, and Potrero, would have the advantage of permitting a smoother flow of traffic. Driving on street car tracks, which is always hazardous, particularly in wet weather, would be eliminated."

Brown pointed out that power lines and stanchions for the wires have long since been removed and that the cross-over at Market Street has been re-paved and "islands" have been installed.

He said the cost of re-installing street car service on the streets in question would be prohibitive and that therefore "the job of removal should be completed."

BUSINESS IN DEFENSE:

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—E.A.)

CMP APPLICATIONS—4TH QUARTER

The NPA recently announced that application forms for fourth quarter allotments of steel, copper and aluminum under the Controlled Materials Plan are being mailed to more than 50,000 manufacturers of mass-produced items containing these controlled materials.

Some manufacturers of consumer durable goods filing under CMP for the first time may not receive applications in the mail, and should obtain them from the Regional Office, U.S. Department of Commerce, 315 Flood Building.

All manufacturers of Class B products must submit Fourth Quarter CMP-4B application forms by July 31, 1951.

BOOKLET ON DEFENSE PRODUCTION POOLS

Full details on how to form defense production pools are contained in a booklet issued this week by the Defense Production Administration. The booklet explains steps to be followed to avoid conflict with Federal anti-trust laws.

Copies of the publication, "Pooling Production for Defense," may be obtained from the U.S. Department of Commerce Regional Field Office, Flood Building, San Francisco.

OUTSTANDING DO-97's

In connection with issuance July 6 of CMP Regulation 5 and simultaneous revocation of NPA Regulation 4, the National Production Authority, U.S. Department of Commerce, today pointed out that outstanding orders for maintenance, repair

Bechter Elected President Of Jr. World Trade Assn.

Don F. Bechter, head of the inbound freight department of Transpacific Transportation Co., last week was elected new president of the Chamber's Junior World Trade Association.

Bechter, a graduate of Stanford University, joined the shipping firm four years ago. He is a resident of Burlingame, where he attended high school. A director of the Junior Traders' group for a year, he has also served as its Entertainment Chairman.

Other officers elected were: John A. Sweeney, Fireman's Fund Insurance Company—vice-president; Ken Hollingshead, Standard Oil Co. of California—secretary, and Russ Wilson, Jr., Frazar & Hansen Ltd.—treasurer.

Directors elected to office were: Harold S. Gilbert, Jr., Standard Oil Co. of California; James C. Heinicke, Atkins Kroll & Co.; Peter R. Mayor, Pacific Metals Co., Ltd.; Walt Reidelberger, American President Lines, and Dirk Van Meurs, Otis McAllister & Co.

The new officers and directors will be presented to the membership at the Association's meeting on Wednesday, August 1.

The Association was organized in 1938 as one of the first world trade groups in the United States offering young men in the world trade and shipping fields an opportunity to meet and discuss mutual trade problems and to hear reports from experts in their field.

New DPA Booklet Tells How To Form Defense Pools

and operating supplies calling for delivery during the current calendar quarter, bearing the rating DO-97 and placed before July 6, will have equal preferential status with authorized controlled materials orders, or DO-rated orders identified by an allotment number or symbol.

NPA ORDER M-4, CONSTRUCTION, AMENDED JULY 3, 1951.

The National Production Authority recently amended its basic construction order to include several new provisions and adjustments including:

1. Changing the former limitation of \$35,000 on residential housing to one of 2,500 square feet of calculated floor space so as to apply the limitation more equitably to all sections of the country.

2. Limitations on the use of copper and aluminum for construction.

3. Narrowing the provision on the installation of up to \$2,000 worth of "personal property" by eliminating the words "fixtures or equipment."

CERTIFICATES OF NECESSITY

The following Northern California firms have been granted Certificates of Necessity by the Defense Production Administration from the period June 22 through June 29, 1951:

Company	Product or Service	Amount
Southern Pacific Co.	Railroad service	\$21,551,538
San Francisco American Smelting & Refining Co., Selby Standard Oil Co. of Calif., Richmond	Lead bullion and copper and bismuth	110,000
	Aviation gasoline	9,000,000

Bay Area Retail Stores To Cooperate In 'Grey-Brown' Fall Dress Promotion

When grey and brown come to the San Francisco Bay Region this weekend, you'll be witnessing the largest coordinated promotion of new Fall apparel colors ever to hit the area.

It will be the opening of "Grey-Brown Days," the first Bay Area-wide retail apparel promotion based on color ever to be held here.

Store windows, newspaper advertisements, radio commercials, television shows and practically every department display in Bay Region stores will hit Mr. and Mrs. Public at once, with—

GREY AND BROWN!

And it'll all be designed to show the style-conscious citizen exactly what experts have planned for the Fall of 1951.

Spearheaded by the Manufacturers and Wholesalers Association of San Francisco, the promotion will feature new Fall styles in coats, suits, jackets, dresses, sportswear, millinery and cocktail gowns—all in the two colors, with various shades thereof.

These will range from alabaster (off-white) to "charcoals, imperceptibly lighter than black"; and browns, "from the palest beige through bronze, russet, and coppery hues to dark coffee tones."

The huge promotional effort will last through next week, according to Lowell Trautman, merchandise manager of H. C. Capwell Co., Oakland, chairman of the manufacturer-retailer liaison committee which conceived the idea.

Other members of the committee are:

Ludwig Amtmann, Hale Bros.; Thalbert

Duncan, White House; Morris Goldman, Morris Goldman Co.; Jud Green, Macy's; Mrs. Minna Jackson, Roos Bros.; Joe Koret, Koret of California; Gerald Simon, Simon Millinery; Mel Stern, Lenora Dress Co.; Walter A. Haas Jr., Levi Strauss & Co. and President of the Manufacturers and Wholesalers Assn.; and G. L. Fox, Chamber General Manager.

"San Francisco is a fashion leader," said Mrs. Jackson, who together with Jud Green and Joe Koret originated the promotion idea.

"We have great manufacturer, display, advertising and retail talent here," she said. "Therefore, I see San Francisco, during this color promotion for the week of July 22, setting a picture of fashion that the whole nation will look forward to seeing."

'Australia Is Worth Watching; It's Developing Rapidly And Trade Possibilities Are Improving'

Pacific Coast businessmen should keep their eyes on Australia, a continent "where we have the advantage of doing business with people who look, act and think as we do, who feel very friendly toward us, who admire our ways of getting things done, and who feel particularly close to the people of the Pacific Coast."

This advice was given last week by Thomas B. Coughran, vice president of the Bank of America, N. T. & S. A., to a Fairmont Hotel luncheon audience of the Chamber's World Trade Association.

Coughran, who is manager of the Bank's International Banking department, recently returned from a business trip to the sub-continent, impressed with its extensive land and natural resources and a population of only eight million people. "As soon as the major problems of labor scarcity and dollar scarcity can be solved," he said, "I don't see how it can miss a great period of development."

A significant change in the way Australia and the United States viewed each other occurred during World War II, Coughran reported. To Americans, the little-known continent 10,000 miles to the southwest became a vital base in the Pacific campaign and was familiar to perhaps two million of our servicemen there. Australia, in turn, formerly looked to Great Britain for a

Helicopter Gears Wanted

Manufacturers who will act as sub-contractors for the production of precision gears for helicopter transmissions are wanted by an eastern firm.

The Bell Aircraft Company of Niagara Falls, New York, is interested in contacting such manufacturers and has left a copy of specifications with the Chamber's Industrial Department.

Contacts may be made through the Chamber or direct with Mr. M. J. Coughlin of Bell Aircraft, according to Jack Slatky, Industrial Department Assistant Manager.

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World Trade Report Ready

"Foreign Trade Through San Francisco Customs District, 1950," the annual report published by the Board of State Harbor Commissioners from Bureau of Census records—is now available and may be obtained without charge from the Board at the Ferry Building, or from the Chamber's World Trade Department.

The report lists in detail this area's exports and imports by commodity, by trade route and by country. It is one of the most comprehensive reports published for any American port area and the only one of its kind on the Pacific Coast.

S. F. Foreign Trade Zone Highly Praised By Users

(Continued from Page 1)

services" and "Increase the space of the Zone's corral for livestock." Twelve per cent of the respondents said that with these and other additions (un-named) they would use the Zone even more than they do now.

Forty per cent said they anticipated increasing their use of the Zone in any event, and 22 per cent said they contemplated using the Zone for the benefit of gaining export status for merchandise, exhibiting imported goods before payment of duty, and for manufacture—as permitted by a recent amendment to the Foreign Trade Zone Act.

First of its kind to be made by any of the three Pacific Coast foreign trade zones, the survey, according to James Campbell, superintendent of the Zone, was made in conjunction with its "third birthday" last month.

"We wanted to find out exactly what our users thought of us and then make any improvements possible which might be brought to light," Campbell said. He added that the survey "proved our foreign trade zone is successfully fulfilling its part in increasing commerce through the Port of San Francisco."

Established June 10, 1948, the Zone is one of six so-called "free ports" throughout the United States, allowing foreign traders to bring in goods; exhibit, manufacture, process or manipulate them, and prepare them for trans-shipment or for eventual importation—free of all customs formalities.

certain amount of protection, as a market for most of its surplus agricultural products and as principal supplier for most of Australia's manufactured goods. But the facts of war changed this relationship, Coughran said, and Australians realized they must develop their own economy.

"I see in Australia a land of real potential opportunity," Coughran said. "It is the only remaining land mass of the world where there is room for a large additional population, which has a form of government just as democratic as ours, and whose people have the same heritage and speak the same language as we do.

"It is a country where the level of honesty is very high, business ethics are on a high plane, and where an American not only feels very much at home but is also assured of the same protection he receives in this country."

A liberal and intelligent policy is maintained by the Australian government toward the remittance abroad of earnings and the return of capital, and the climate for American investment is "excellent," according to Coughran.

Trade possibilities are also improving, he said, with the heavy traditional shipments of Australian wool to this market supplemented by such exports as crayfish tails which are finding a good market here.

Chamber Aids In Plans For Fine Arts Building

The San Francisco Chamber is currently spearheading an effort to insure the permanence of the Palace of Fine Arts building here.

Recently the Chamber's Civic Development Committee, headed by J. W. Mailliard, III and staffed by D. P. Street, mailed copies of a radio script—which discussed restoration of the world-famed structure—to leading San Francisco officials and citizens asking for their ideas on the subject.

The script, aired by Jim Grady on the KCBS program "This Is San Francisco," detailed a plan brought forward by Bernard Maybeck, the building's designer, for its rehabilitation.

There was interested response to the Chamber's news of the project and William G. Merchant, architect and Chamber Director, informed the Civic Development Committee that he is also working on plans for the building's rehabilitation which should be crystallized in approximately four months.

According to Street, it is anticipated that Merchant and Maybeck will advise the Chamber of further cooperation needed in order to "save the San Francisco tradition." Maybeck and Merchant were formerly associated in an architectural firm.

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Home Goods Show Opens; Experts Predict Big Market

Major home goods spokesmen from many parts of the nation expressed unanimous optimism for the market ahead as the Western Summer Home Goods Market opened in San Francisco's Merchandise Mart, Monday, amid heavy attendance and good buying.

George A. L'Amoreaux, Mart sales manager, said the market "opened much better than expected" and predicted that before the week is over, approximately 10,000 retail store owners and buyers from the Western States will attend.

"It will not be a record-breaker—but a good, substantial market," he added.

At a Tuesday meeting held in the Mart, representatives of many large manufacturers of electric appliances, sewing machines, mattresses, rugs, cloth and furniture all predicted healthy third and fourth-quarter buying throughout the nation.

Chamber Studies Traffic

(Continued from Page 1)

Shortage of manpower is the chief obstacle to strict traffic law enforcement.

Although the public has now fully accepted the "tow-away" plan, it will not be extended, at present, to any more streets.

Many private cars operating under commercial licenses are responsible for the illegal parking problem; the possibility of revoking some of these licenses will be studied.

Other subjects discussed were possible increase in fines for double parking, prohibiting left-hand turns in a wider area, and more "no parking" streets.

"Little by little," said Brown this week, "we're rooting out the answers. Before long we hope to have them all—and then back up our research by action!"

Angel Island Project Gets Chamber Attention

A thorough study of the advantages and disadvantages of acquisition by the City and County of San Francisco of Angel Island as a public recreational and historical park is being made by the Chamber's Civic Development Committee.

The project recently was brought to the attention of the Chamber by the Angel Island Foundation, a non-profit organization of Bay Area civic leaders engaged in raising funds for the preservation of the island.

At a meeting last week of the Chamber's Civic Development Committee, chaired by Vice President J. W. Mailliard, III, details of the project were presented by Jack F. Landis, executive secretary of the Foundation. Thomas A. Brooks, Chief Administrative Officer, City and County of San Francisco, was a special guest.

Landis explained that Angel Island was a military reservation until 1945, at which time Marin County and the State Park Commission considered taking it over but finally gave up the idea. In order to forestall possible improper development through private acquisition of the island, Landis said his organization was formed to maintain the island "until the proper agency is found."

In the meantime, the State Park Commission, Landis said, has agreed to buy the island from the Federal government and turn it over for administration as a local political subdivision. The Foundation has presented this possibility before the San Francisco Board of Supervisors.

The Chamber is now waiting for specific facts and figures regarding maintenance in order to give the subject further consideration.

—Second Century of Progress—

Hayward Is 75 Years Old

The City of Hayward is 75 years old this month, and in celebration of the event will stage a city-wide "Diamond Jubilee" July 19 through 22. Main attraction, according to Roger W. Anderson, general manager of the Hayward Area Chamber of Commerce, will be a Farm, Home and Industry Fair, sponsored by the Chamber. E. Guy Warren, past president, is chairman of the Fair which is being managed by Kriedte & Myers of San Francisco.

Hitting THE HIGH SPOTS

with Walt Brown

Northwest Airlines did a nice job of squaring the three visiting Japanese beauties all around town when they stopped here over the weekend on a leg of their goodwill visit to the U.S. One of the S.F. spots to which Frank E. Coufal, Dist. Sales Mgr. for Northwest, brought the lovely ladies was the office of Chamber General Mgr. G. L. Fox, who extended the best wishes of this organization... **Don Bechter** of Transpacific Trans. Co. has recently captured not only the presidency of the Junior World Trade Assn.—but also Betsy Lynch of the Chamber's Civic Development Dept. World Trade & Civic Development will march hand-in-hand to the altar, September 8...

John Pettit, Yellow Cab Asst. to the Pres., tells us his 503 S.F. cabs now drive two-and-one-third times AROUND THE WORLD—EACH DAY—in terms of mileage. (Last month they drove 1,752-195½ miles)... **Jerry Steimle**, N. W. Ayer & Son's account executive to Mugna Engineering Co., will take over as Magna's advertising manager, August 6. Shoppersmith really gets 'em!...

Howard Hutchins, vice pres. The Bank of California, N.A., spoke optimistically yesterday on the "Latin American Outlook" before a joint meeting of the Chamber's World Trade Assn. and Foreign Credit Chamber, Credit Mgrs. Assn. . . . **Thanks** came this wk. from World Scope Encyclopedia to the Chamber for recent re-writing of its S.F. article; the Chamber provided the same service for Encyclopedia Britannica, this year as always.

—Second Century of Progress—

Railway Women's Group Opens Chapter In S. F.

Mrs. Gertrude Shout of Western Pacific Railroad Co. has been elected president of a newly formed San Francisco Chapter of the Railway Business Women's Association.

Other officers of the group which is composed of women in professional capacities with railroads and steamship lines, are:

Mrs. E. M. Petterson, Southern Pacific Co.—vice president; Mrs. Frances Croy, Rock Island Lines—recording secretary; Mrs. Grace Hirsch, Southern Pacific Co.—corresponding secretary; and Miss Dorothy Sherman, Baltimore & Ohio Ry.—treasurer.

Goals of the organization include promoting better understanding by the public of transportation problems; providing members with a center for organized work and relaxation; and establishing residence facilities for retired members.

Further information about the Association may be obtained from Mabel M. Hardin, telephone DOUGLAS 2-1212.

Bay Region Business
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SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

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Golden Gate Foreign Trade Jump Shown By New Report

San Francisco's postwar expansion of foreign trade reached a new three-year high with a total of \$575,618,000 worth of goods coming and going through the Golden Gate during 1950, according to a report just released by the Board of State Harbor Commissioners.

Pegging the value of total exports through the San Francisco Customs District last year at \$270,840,000 and imports at \$304,778,000, the report spotlighted what was referred to by Port and San Francisco Chamber officials today as "a constantly expanding and extremely healthy condition of San Francisco's foreign trade." Total imports and exports were the highest since the \$611,900,000 value for the "boom year" of 1947.

Exports climbed more than eight million dollars higher than the \$262,596,000 export figure for 1948—considered the "nearest-to-normal" postwar year. They dropped, however, from \$311,470,000 in 1949, due to this country's loss of trade with China.

Total value of imports last year was greater than any postwar year and rose \$92,163,000 above imports for 1948. This, according to Alvin C. Eichholz, Manager of the Chamber's World Trade Department, was due to "our own industrial and military mobilization requirements which have resulted in our increasing dependence on other nations for raw materials, and to higher prices."

A yearly project of the Board of State (Continued on Page 4, Column 2)

— Second Century of Progress —

Watsonville Trade Trip For Chamber Inter-City Group

A tour through one of California's richest agricultural areas is the next trade trip scheduled by the Chamber's Inter-City Committee.

On August 15 a committee delegation will travel to Salinas and Watsonville with Ivan Branson, president of the Morning Glory Sandwich Company, acting as program chairman.

Through the cooperation of both the Salinas and Watsonville Chambers of Commerce, full inspections of major industrial and farming facilities in those areas will be made by the San Francisco representatives.

Plans now call for a special luncheon in Salinas, and dinner that night in Watsonville, according to Paul A. Bissinger, Chairman of the San Francisco Chamber's Inter-City Committee.

The group will leave San Francisco at 8:30 on the morning of August 15 and travel south by either private automobiles or bus.

Industrial Expansion Six Month Report Reveals Continued Rise For Bay Region

Industrial expansion in the Bay Region continued at its unprecedented postwar rate to bring the six-month total through June, 1951, to a \$64,973,804 capital investment in the 12-county area. This total investment in plant and equipment exceeds by 27 per cent the previous semi-annual high of \$51,037,700 reported in 1947. June figures, as released by the Chamber's Industrial Department, indicate 24 projects announced or started for the Bay Region to total \$5,612,261. Seven of these developments

were new and 17 were expansions of existing industries. Investment in San Francisco with two expansions and four new plants was \$193,000.

Total industrial development through June is shown in the following tabulations comparing the six-month totals for 1951 with those of 1950.

San Francisco

	No.	1950 Investment	No.	1951 Investment
New Plants	23	\$ 362,800	13	\$ 297,000
Expansions	64	6,582,400	33	1,591,592
Total Projects	87	\$ 6,925,200	46	\$ 1,888,592

Bay Region (12 Counties)

	No.	1950 Investment	No.	1951 Investment
New Plants	70	\$ 4,664,900	49	\$ 12,401,000
Expansions	160	24,918,970	206	52,512,804
Total Projects	230	\$ 29,583,870	255	\$ 64,973,804

Northern California (48 Counties)

	No.	1950 Investment	No.	1951 Investment
New Plants	78	\$ 6,209,900	57	\$ 16,574,000
Expansions	180	28,029,570	229	63,060,619
Total Projects	258	\$ 35,239,470	286	\$ 79,634,619

Among significant developments included in the June totals were the following:

Chromograph Manufacturing Company of San Francisco has a new plant under construction at Army and Potrero which will begin operations next week. It is the only spring-type clothespin factory in the West. As one of seven manufacturers in the country, the company will produce 50 to 60 million of its "Quality Brand" clothespins annually.

Hiller Helicopters of Palo Alto has begun construction on its new plant located three miles from the company's main factory. The new building will include increased engineering facilities and administration space.

The United Transportation Equipment Corp. of Redwood City began operations on the first of April. Approximately 25 employees are engaged in the production of truck and trailer bodies in this new undertaking.

American Smelting & Refining Co. recently received approval of a "rapid tax write-off" to expand its facilities at Selby by over two million dollars.

Map Tracy Celebration



ACTING CHAMBER PRESIDENT W. P. Fuller, III, looks over plans for the forthcoming Tracy Pumping Plant dedication celebration with the "Sweetheart of the Valley"—Frances Kelly.

Chamber Delegation Will Attend Waterway Opening

An official delegation from the San Francisco Chamber will travel to Tracy next month to witness the official ceremonies that will start the flow of water from the Shasta-Cascades into the Central Valley Project canals—350 miles away.

On Saturday, August 4, President Harry S. Truman will throw the switch that will set in motion a battery of the world's largest pumps at the Tracy CVP Pumping Plant at the junction of San Joaquin, Alameda, and Contra Costa counties. A three-day celebration of the event will have started the day before, to which San Franciscans are invited.

The "billion dollar" waterway project is considered by many to be one of the world's greatest engineering tasks.

(See page 3 for Governor's Proclamation.)

City Regrets Loss of Admiral Murray, General Wedemeyer—Both Retiring This Month



VICE ADMIRAL GEORGE D. MURRAY (center) is shown above on the eve of his retirement as Commander Western Sea Frontier and Commander Pacific Reserve Fleet. Pictured with the Admiral are Chamber President Alan J. Lawrey (left), himself a pioneer Navy flyer, and Lieutenant Commander J. L. Seidelman, master of ceremonies of the KPIX television program on which the group appeared.

San Francisco will lose two of its most honored military leaders this month.

Both Vice Admiral George D. Murray, USN, Commander Western Sea Frontier and Commander Pacific Reserve Fleet, and Lt. General Albert C. Wedemeyer, USA, Commanding General, Sixth Army, will end long and distinguished careers in the armed forces to enter private life.

Since first taking their commands in San Francisco, General Wedemeyer in October,

1949 and Admiral Murray on October 20, 1948, the heads of Navy and Army forces in this area have become familiar figures in both business and social circles here.

According to Chamber General Manager G. L. Fox their aid to the San Francisco Chamber has been invaluable.

"It is not easy," he said, "to lose two such men at the same time. Either would be missed—in combination, their retirements leave a great void. They have served



LT. GENERAL ALBERT C. WEDEMEYER will take his leave of the Army and San Francisco when he retires from his Sixth Army Command. He plans to enter private business as an executive vice president for a New York firm.

their country well. And, wherever the coming years may find them, they will still be San Franciscans."

Following his retirement, the General will travel to New York City where he will begin his new civilian career as executive vice president of the Avco Manufacturing Company.

Admiral Murray has announced that after a month's vacation touring with Mrs. Murray he will make his home here.

'Grey-Brown Days' Display New Fall Fashions Here

Well, "Grey-Brown Days" came to San Francisco this week with telling results.

Shoppers and office workers turned from one department store window display to the next and found the same colors in view—grey and brown. If they hadn't read their newspapers or made use of their radio and television sets they might have asked, "what's it all about?"

It was one of the largest coordinated promotions of new Fall apparel colors ever attempted here.

According to Lowell Trautman, Chairman of the Manufacturer-Retailer Liaison Committee in charge of the promotional effort, San Francisco could take pride in the fact that local stores and apparel manufacturers, members of the Manufacturers and Wholesalers Association, chose the colors two months ago as "the thing that will be worn this fall"—thereby getting the jump on many national fashion designers.

Since the colors were first selected the Association's members have been working together to assemble complete wardrobe selections in shades of brown or grey, Trautman revealed.

So effective was the campaign even in its earliest stages that San Francisco women—the smartest dressed in the nation—expressed concern that they would "have to buy in the greys and browns to keep in step," according to D. P. Street, Managing Director of the Retail Merchants Association.

Stores Open Tuesday PM

Most of San Francisco's downtown stores will remain open for the convenience of shoppers until 9 p.m. on Tuesday night, September 4, according to D. P. Street, Managing Director of the Retail Merchants Association.

Street explained that since the Labor Day holiday falls on Monday, September 3, the Tuesday opening was selected to allow a full shopping week.

Muzart Makes Music—Gets Business Increase Award

The Muzart Company, San Francisco Bay Area distributor of "Music by Muzak," received a silver cup this week from the Muzak Corporation for obtaining more business in its market than any other Muzak distributor in 1950.

"Music By Muzak" is a service designed for offices and plants, restaurants, stores and other public places, which provides "soft background music."

B. N. Erickson, Muzart's general manager, explained that the cup is awarded annually at this time by the Muzak Corporation to the distributor gaining the highest per cent increase in subscribers based on the market potential during the previous year.

The San Francisco firm competed against 78 cities in this country and against distributors in Canada, Mexico, Cuba and Honolulu.

'Miss Saleslady' Contest Sends Winner to Phoenix

The Pacific States Lingerie & Robe Association held a "Miss Saleslady" contest last Tuesday night in conjunction with its Fall Merchandise Mart (July 22-24) at the Hotel Bellevue here, according to D. P. Street, Managing Director of the Chamber's Retail Merchants Association.

With the winner of the contest to be announced in the near future, Leo V. Newman, the organization's secretary, stated that the judging was on the basis of personality, character and appearance.

The contest's winner will receive a wardrobe and travel to Phoenix, Arizona, in September, with all expenses paid, to enter the national finals for the title of "Miss Saleslady of 1951." If awarded that title, the local girl will receive over \$1,000 in prizes.

— Second Century at Progress —

Airline To Study Air Cargo

American Airlines specialists in the field of air freight will be on hand in San Francisco and Oakland next week for intensive air cargo studies among local industries and commercial firms, according to R. L. Fitzpatrick, District Sales Manager for the airline company.

"San Francisco," Fitzpatrick said, "was chosen as one of the 16 areas for the study since American considers it one of the key air freight areas in its system."

Chamber Announces New Price Order For Importers and Importing Distributors

Importers and importing distributors now have an alternative method of establishing ceiling prices for imported goods, according to the San Francisco Chamber's World Trade Department.

The Chamber was advised by the Office of Price Stabilization last week that Ceiling Price Regulation 31—the basic government order affecting prices of imported goods—has been extended indefinitely and that the alternative pricing method had been approved.

Fast Flying Aircraft Used By Swissair, On View Here

SWISSAIR, the airline of Switzerland, introduced San Francisco to its newest aircraft for Intra-Europe and Atlantic travel last week at the San Francisco International Airport.

It was the DC-6B, which, according to Pierre S. Rhein, SWISSAIR West Coast representative, cruises at a speed of 325 miles-per-hour.

Travel agents, press and radio representatives and the local Swiss colony were guests on an excursion flight of the new plane and later at a cocktail party in the Airport's Wing Room where the advantages of the new service were described. The Chamber was represented by D. P. Street, Civic Development Manager.

— Second Century of Progress —

Port Inspected By Japanese

Officers of Japanese shipping firms on a tour of Pacific Coast ports were in San Francisco this week.

The group included K. Matano, president of the Iino Kaiun Kaisha Line; Taizo Mikoguchi, president of the Kokusai Line and T. Iianada, chief of the tanker section of Iino Kaiun Kaisha.

They are here to appoint agents on the Pacific Coast.

Harper, Robinson & Co., ship and charter brokers and cargo and hull insurance brokers, arranged a luncheon for the Japanese shipping experts during their stay here. The Chamber was represented by General Manager G. L. Fox and Alvin C.

Amendment 5 to CPR 31 extends indefinitely the compulsory effective date which was formerly set for importers to file with OPS their margins on imported goods. Importers who have already filed under the regulation will continue to price their goods according to its provision, but those who did not file by June 30 are given two courses of action by the new order. They may file reports at any time, and upon the mailing of their reports to OPS, determine their ceiling prices under the provisions of CPR 31. Or if they wish to stay under the General Ceiling Price Regulation, they may withhold their reports and continue to determine their prices according to its provisions.

In making the announcement, Alvin C. Eichholz, Manager of the Chamber's World Trade Department, pointed out that there are some important disadvantages for importers and distributors of imported commodities under the GCPR, as contrasted with CPR 31, including the fact that the former contains no provisions for adjustments to reflect increases in the cost of acquisition after January 26, nor for processing expenses, transshipments, inventory averages, etc., as in CPR 31.

The new amendment has been long awaited by importers. Eichholz noted, and clarifies some of the confusion and ambiguity which has surrounded the subject of price control over imported merchandise. More complete information on price controls relating to foreign trade is available from R. L. Beardon, Chief of OPS's import-export division here, in Room 420 of the Flood Building, telephone KLondike 2-2350, extension 6639.

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Experts for World Trade Association Luncheons

Continuing its program of selecting "experts in their fields" as guest speakers, the Chamber's World Trade Association this week heard Dr. J. V. de Bruijn of the Netherlands New Guinea, and has scheduled Russell G. Smith for its luncheon meeting next Wednesday in the Nobhill Room of the Fairmont Hotel.

Dr. de Bruijn had just returned to San Francisco. The anthropologist and Doctor of Literature and Philosophy addressed the trade group on the subject, "Dutch New Guinea: An Investment of the Future."

Smith, an executive vice president of the Bank of America and head of its International Banking Division, has just returned from a five-week European tour, during which he attended the bi-annual world convention of the International Chamber of Commerce in Lisbon, Portugal.

He also traveled to London to attend meetings on the German debt and opened an international branch for his bank in Dusseldorf, Germany.

— Second Century of Progress —

Government To Allow New Construction At Airport

The City of San Francisco received assurances from Washington early this week that scarce materials will be made available in October for construction of San Francisco Airport's new passenger terminal, according to Henry Eichkoff, Jr., Chairman of the Chamber's Aviation Committee.

Eichkoff revealed that the project was one of great interest to the committee which he heads, and at the group's last meeting George M. Dixon, the Airport's Manager and Chief Engineer, had made a full report on the situation.

The news that the scarce materials would be made available came from the Civil Aeronautics Administration, acting as the allocating agent for the National Production Authority.

Central Valley Water Festival Days Set By Governor Warren's Proclamation

(On August 4 a battery of the world's largest pumps will be set in motion at the Tracy Central Valley Project Pumping Plant. The operation will provide water to the important agricultural areas surrounding San Francisco and the Bay Region. Governor Warren takes note of the event here. For more news—see Page 1.—Ed.)

We in California, with the completion of the basic features of the Central Valley Project, are about to see the fulfillment of a dream. This great project, authorized by the voters of California at an election in 1935, has been constructed by the Federal Government at a cost of \$400,000,000. It will provide flood control for the Sacramento Valley area, power and water for Northern California communities and supplemental water for a million acres of fertile lands in the San Joaquin Valley. It involves the longest mass movement of water ever achieved by man.

Everyone familiar with California's growth during its first century of statehood knows of its complete dependence upon water. Its agricultural growth began with the development of small irrigation districts and community projects. Its industrial growth began with the development of hydro-electric power. With each succeeding decade larger and larger projects have been required, until today we have reached a point where there is little remaining water capable of development except through the construction of tremendous multiple-purpose projects. Such a project is the Central Valley Project. It is one of the greatest multiple-purpose projects in the Nation and as such incorporates the hopes and ambitions of hundreds of California communities.

The first movement of Central Valley Project water through its full 500-mile route from Shasta Dam to Bakersfield will occur during the

period August 1st to August 10th, and all along its path there will be community observances to mark its daily progress. The final linking of the project's water transmission network will be achieved on August 4th with the throwing of a switch at the giant Tracy Pumping Plant. There, tremendous pumps will lift Sacramento River water 200 feet and start it on its way to the dry lands farther South.

The project is one of the greatest advances that has been made in the history of our State. It gives us new hope as we enter our second century of statehood—a century in which we know that our continued growth will require the conservation of every drop of water that falls in our State for every useful purpose that water can serve. With these thoughts in mind, I, Earl Warren, Governor of California, hereby proclaim August 1st to 10th, 1951 as CENTRAL VALLEY WATER FESTIVAL DAYS, and I urge all Californians to participate wholeheartedly in the many community observances being held during this period.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 5th day of July, A. D., One Thousand Nine Hundred and Fifty-One.

/s/ EARL WARREN
Governor of California

Japanese Beauties Meet Chamber General Manager



JAPANESE BEAUTY QUEENS were welcomed to San Francisco and the Chamber offices last week by Chamber General Manager G. L. Fox.

Shown above (left to right) are Keiko Mimura, of Sendai ("Miss Sendai"); Yoshiko Tamura of Tokyo ("Miss Tokyo"); Ukoto Yamamoto of

Kyoto ("Miss Nippon") and Mr. Fox.

Dressed in traditional costumes, the young ladies presented the Chamber officer with a Japanese fan which they later autographed.

Northwest Airlines arranged their tour of the United States.

Hitting The HIGH SPOTS

with Walt Brown

Last year's Cu tons Dist. foreign trade figures (see story, P. 1) were not the only good news to come out of Gen. Wylie's office this wk: THIS yr., first six months, total tonnage through the Port of S.F. increased 17.7% over the same period last yr. 3,466,275 tons have been handled, so far—1/2-million-ton increase over 1950's first 6 mos....

Ralph S. Waltz is new mgr. of the agricultural dept. of Wilson & Geo. Meyer & Co., according to L. N. West, exec. v.p. of the firm... Dan London, St. Francis Hotel mgr., and "Commodore of the Fleet" (Great Golden, that is), did a right good job behind KPX cameras recently, explaining the Chamber's yacht flotilla to Monte and Natalie Masters' "K-Pix Show" audience...

"Congratulations on your attainment of ten years of constructive service to one of San Francisco's fine institutions," telegraphed Chamber Gen. Mgr. Lewie Fox to Edmond A. Rieder, Gen. Mgr. of the Palace Hotel, last wk. "In these ten years I have learned to love this great City, its wonderful spirit of hospitality..." wrote back Mr. Rieder... At last there's real reason (besides the ties) to call him "Flash"—D. P. Street, Mgr. of the Chamber's Civic Development Dept., we mean. Take a look at the big-as-life byline in the Fraternity Club's bulletin. He is now a full-fledged member of its editorial bd. Its name?—The FLASH... Chester Tally has been moved from the S.F. office of Pac. Transport Lines, Inc., to the firm's New York City office as branch mgr. Wayne L. Albright will take his place here.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published weekly at 333 Pine St., San Francisco Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

SUBCONTRACTS AVAILABLE

The Buick, Oldsmobile, Pontiac Assembly Division, General Motors Corporation, Kansas City, Kansas, is interested in obtaining subcontracting sources for the following components in connection with its present Aircraft Production Program. Subcontracts will be placed only with manufacturers able to furnish complete units, systems, or assemblies. Qualified firms interested in further information should contact Mr. C. C. Brandon, Director of Purchasing and Subcontracting at the above address.

Item Description

Tail Pipe; Allons; Flaps; Slat; Canopy; Pilot Seat; Bomb Pylon; Rate Tanks; Rocket Adapter; Oil Tanks; Universal Pylon; Bomb Adapter and Sway Brace; Nose Drag Strut and Lock; Engine Accessories and Air Intake; Pneumatic Gun Assembly; Fuel System—Rubber Tanks; Fuel System—Pipes, Caps, Valves; Power Controls; Quadrant; Lubrication System—Fittings; Instruments—Tubing and Fitting; Hydraulic System—Miscellaneous Purchased Parts; Armament Provisions—Ammo Boxes, Feed and Ejector; Chutes, Armor Plate; Pneumatic Gun Chances and Rocket Launching; Nose Landing Gear—Doors and Fairings; Main Landing Gear—Doors, Uplink and Downlink; Provisions for Flight Oxygen System and Map Case Air Conditioning System; Anti-Icing System; Personnel Accommodations; Emergency Accommodations—Fire Detectors, etc.

CMP REGULATION 1

The above has been amended, effective July 12, to read:

Section 3(c): "No person who has received an authorized production schedule shall produce more than the quantity of the particular product or products provided for in such authorized production schedule. No such person shall purchase controlled materials or products and materials other than controlled materials for fulfillment of such authorized production schedule except by use of the related allotment and DO rating."

DO RATINGS

The National Production Authority recently ordered that DO ratings previously assigned to defense-supporting construction programs for acquisition of materials be given equal status with authorized controlled materials orders during the current calendar quarter.

This action is necessary because issuance of CMP Reg. 6, June 21, covering construction, has not given affected prime contractors sufficient time to file applications for allotments for controlled materials.

New Customs Report . . .

(Continued from Page 1)

Harbor Commissioners for San Francisco Harbor under direction of Port Manager Robert H. Wylie, the report which is titled, "Foreign Trade Through San Francisco Customs District," according to Eichholz, is "one of the finest and most significant foreign trade reports published in the country today."

Besides listing total export and import figures for 1950 together with comparisons with other years, the 107-page report lists exports by commodities, exports by trade routes, exports to countries (by countries and specific products exported, imports by commodities, imports by trade routes, imports from countries, and "A Recapitulation For the Year 1950."

The Chamber, according to Eichholz, will cooperate in distributing the report to foreign government and commercial representatives and visiting journalists from other countries, "as part of a continuing program to show the increasing importance of the Western market."

Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Magazine Lauds Chamber For World Trade Activity

The San Francisco Chamber and its World Trade Committee have received national recognition for their efforts directed toward the building of a healthier business climate for manufacturers and importers here.

Acknowledgment of the organization's and committee's productive endeavors came in the form of editorial comment by Export Trade and Shipper magazine in its issue of July 16. The weekly publication with a circulation of 5,000 finds its principal readership among export executives.

In a letter to the Chamber, Redington Fiske, editor of the national magazine drew attention to the complimentary article, and said, "From the frequency with which we have quoted from the news bulletins received from San Francisco you undoubtedly already have realized how highly we think of the promotional work for world trade which you people are doing."

The publication's editorial comment read, in part:

"The San Francisco's Chamber of Commerce is evidently solid in the support it gives its World Trade Committee.

"The World Trade Committees of other Chambers would be well advised to exert themselves, more strongly, to get the full and official backing of their organizations. Such backing, for one thing, is a potent factor in influencing Congressmen and other political representatives."

The magazine article drew particular attention to the Chamber's recent action in which it went on record as favoring an extension of the procedure for granting priorities on goods and equipment for export shipments.

New Directories Available

Two new information directories are now available at the Chamber's offices.

The Domestic Trade Department has available for distribution to interested members copies of the July 1951 revised edition of the Large Manufacturers Directory.

The directory lists all those manufacturers in the 12 Bay region counties employing one hundred or more persons.

A listing of Foreign Government Representatives in San Francisco is now being distributed by the Chamber's World Trade Department.

On the reverse of the government listing are the established Foreign Air Mail Postal Rates.

Shipbuilding Activity To Increase Here; Five Ship Contract Goes To Bethlehem Yard

The hum of activity at Bethlehem Pacific's San Francisco Shipyards will soon rise to a din, according to telephone call received late last week by Chamber General Manager G. L. Fox from Congressman John F. Shelley.

Fox Appointed To New U.S. Chamber Advisory Group

G. L. Fox, San Francisco Chamber General Manager, has been appointed a member of the Advisory Committee in the Western Division of the Chamber of Commerce of the United States, according to word received here from Arch N. Booth, executive vice-president of the national organization.

Fox was advised that the special committees are being organized in the United States Chamber's six geographic divisions in an effort to increase the effectiveness of the work of organized business, and to gear the activities of the National Chamber more closely to those of its member organizations.

It is expected that the 20-man Advisory Committee will meet annually in San Francisco.

— Second Century of Progress —

Chamber Wants Opinions of Local Manufacturers

Local contractors and manufacturers were asked this week to join with the San Francisco Chamber in an analysis of state purchasing practices.

The purchasing practices in question are those which deal with State and other agencies ordering materials by catalog numbers. It has been suggested that this practice be discontinued and that materials be ordered on the basis of furnished specifications.

The request for local contractors to communicate with the Chamber came from Lewis M. Holland, Manager of the organization's Industrial Department, as the result of a Senate Resolution, Number 206, which directs a meeting of the Director of Finance, the State Purchasing Agent, the State Architect, the Director of Public Works and, among other organizations, the San Francisco Chamber of Commerce.

Holland declared that in order to serve local firms in this matter the Chamber must have their views, "one way or the other," on the proposed purchasing revision as set forth in Senate Bill 1827 which failed to pass the last legislature pending further investigation. Holland may be addressed or telephoned at the Chamber — EXbrook 2-4511.

Congressman Shelley reported that the Maritime Administration had awarded a contract to Bethlehem for the building of five Mariner class dry cargo ships at a cost of between \$45,000,000 and \$50,000,000.

The Chamber official was among the first in San Francisco to hear "the good news" because of continuing efforts by the organization to see that local shipbuilding firms were represented when contracts were awarded by the Maritime Administration, and thus assure residents and business houses of the area additional sources of income.

When advised of the contract, Fox said, "This award reflects recognition of the efficiency of San Francisco's shipbuilding facilities and assures not only their continued operation but also substantial employment which redounds to the benefit of the entire community.

"Selection of privately owned facilities on the coast to build these five ships is particularly gratifying and I know that the entire community is appreciative of the constant efforts of Congressmen Shelley and Havenner in behalf of shipbuilding in this area."

It is reported that the building of the Mariner ships will provide approximately three years work for between 2,500 and 3,000 men.

— Second Century of Progress —

Final Plans Readied For Salinas-Watsonville Trip

Final plans are being readied for the August 15 trade trip by the Chamber's Inter-City Committee to Salinas and Watsonville, according to Committee Chairman Paul A. Bissinger.

The inspection tour of the rich farm-land area will begin from the Chamber building at 8:30 A.M. A chartered bus will first take the committee members to Salinas where they will visit local plants and other operations and then meet with leaders of that area for a special luncheon.

In the afternoon the group will move on to Watsonville for a similar tour of that region and a dinner meeting.

Ivan Branson, program chairman of the trip, has invited Chamber members with an interest in the August 15 tour to communicate with Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department.

General Business Activity

Report by the Research Department

TREND

San Francisco business activity during the first half of 1951 scored a 17% gain over the similar period last year. Korean war developments and the mounting defense activities and other major new projects carried the San Francisco Metropolitan Area's employment in June to a new high of 989,800 compared to 985,500 in May and 906,800 in May last year. Across-the-board comparisons with a year ago (May to May) in the major industry groups reveal employment gains in manufacturing of 28,600; Government 19,000; Service 8,200; Transportation, communications and public utilities 6,600; Retail trade 4,900; Construction 3,900; and Finance, insurance and real estate 3,000.

CONSTRUCTION AND REAL ESTATE

Despite Federal restrictions, the total value of construction in San Francisco during the first six months amounted to \$31,580,497 and was only 0.5% below corresponding period last year. New residential construction amounting to \$10,008,659 was off 49% but provided for 1,133 dwelling units, of which 848 were single-family; 80 two-family; and 225 multi-family units. New non-residential construction amounting to \$12,871,534 accounted for the greatest portion of the 6 months total and represented an increase of \$7,200,000 compared to similar period last year. Additions, alterations and repairs amounting to \$8,700,304 were up 35% but the major portion of this was in the non-residential field, which accounted for \$6,137,446.

During the first 6 months 10,525 deeds were recorded in San Francisco compared to 11,182 in corresponding period last year. Mortgages and deeds of trust recorded during the first 6 months numbering 8,698 and amounting to \$86,252,331 represented a drop of 5.2% in number but an increase of 19.3% in amount.

FINANCE

Financial transactions in San Francisco during the first 6 months amounting to \$17,644,401,000, were 23% above the same period last year. In California, the city of Ventura showed the greatest gain during the first 6 months over the same period last year, amounting to 50%; Fresno followed with 34%; San Diego was next with 33%; and Oakland fourth with 29%. Los Angeles showed increase of 24%; Seattle 27%; Salt Lake City 24%; Reno 24%; and all cities reported in the Twelfth District showed a gain of 24% over like period last year.

TRADE

Retail department store sales in San Francisco, reported by the Federal Reserve Bank of San Francisco, during the first 6 months were up 10%; with apparel sales up 6%; in Northern California sales were up 10% and 7% respectively; in Southern California 9% and 7%; sales in the Pacific Northwest were up 13% and 9%; Seattle 16% and 11%; and in the Twelfth District 10% and 7% respectively.

San Francisco independent retail store sales for the first 5 months were up 7%, according to the sample survey of the Bureau of the Census. Food store sales were

off 1%; eating and drinking places 6%; department store sales 11%; apparel group 6%; furniture-household-radio 19%; lumber-building-hardware 35%; automotive group 2%; drug stores 14%; and jewelry 21%.

Pacific Coast Wholesaler sales during the first 5 months continued as in the past to lead all geographic divisions in the nation with a gain of 32% over similar period last year; the East North Central followed with a gain of 30%; New England 29%; Mountain States 28%; compared to 27% increase in the nation as a whole.

EMPLOYMENT

June employment in San Francisco made a slight gain over May, which was 22,900 above May last year. Expanded employment is anticipated in many of the major industry groups during the next 60 days and relatively large gains anticipated by August, especially in restaurants and general merchandise, according to the California State Employment Service. Unemployment in San Francisco was estimated by the C.S.E.S. at 16,800 in June. Off shore employment opportunities are reported as follows: Professional, clerical and chemical workers are needed in Arabia and Guam. Alaska is now reported with surplus workers and available housing is practically non-existent.

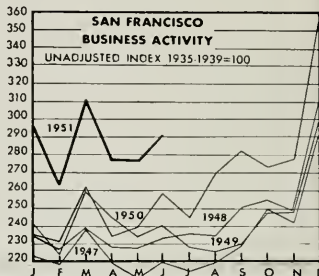
During June the C.S.E.S. reported 3,254 placements, of which 1,397 were in clerical and sales fields; 553 in service; 327 in semi-skilled; 217 in skilled; 117 in professional; and 843 in unskilled placements. At the end of June the San Francisco offices of the C.S.E.S. reported 15,561 applications for work on file with women accounting for 36%.

MANUFACTURING

Capital investments in industrial expansions in the San Francisco Bay Region (12 counties) during first half of 1951 amounted to \$64,973,804 or 102% above the first half of 1950. Latest reports on manufacturing in the San Francisco Metropolitan Area (6 counties) give 173,400 wage and salary workers employed in May or 20.1% more than in May a year ago and the average for the first 5 months was 9.9% above like period a year ago. Average weekly earnings amounted to \$72.15 compared to \$64.89 last May. In the non-manufacturing industries in the Metropolitan Area, average weekly earnings in the wholesale trade amounted to \$71.77; retail trade \$56.30; hotels \$42.57; and laundry, cleaning and dyeing \$49.67.

TRANSPORTATION

Freight car movements during the first half of 1951 numbered 101,519, up 19.1% above corresponding period last year. The Port of San Francisco during like period handled 3,466,275 revenue tons or an increase of 17.7%. Coastwise movements amounted to 65,956 revenue tons; intercoastal to 326,340 revenue tons; foreign to 1,721,882 revenue tons; and the balance in inland waterways. Increase in foreign revenue tons for the 6 months was 44.2% and coastwise 4.4%; while intercoastal was off 6.9%. Cargo ships arriving in San Fran-



cisco Bay during the first 6 months increased 17.9% and numbered 2,178.

San Francisco Airport during the first 6 months reported 47,341 planes in and out or a gain of 22.3%; passengers off numbered 330,125, an increase of 26.1%; and passengers on 334,869, up 28.4%. Air mail loaded and unloaded during the same period amounting to 13,401,574 lbs. represented a gain of 84.2% while air express was up 17.4% and air freight 23.1%.

INTERCITY AND INTER-STATE TRAFFIC

June Bay Bridge vehicle crossings of 2,546,132 were up 2.5%; and the 6 months total of 14,622,806 was 5.5% above like period last year. Golden Gate Bridge vehicle crossings of 968,553 in June gained 13.4% and carried the 6 months total to 4,955,980 or 12.5% above last year.

Reports from the Northern California border checking stations revealed 79,125 out-of-State automobiles carrying 215,662 passengers entering Northern California during June and accounted for more than half of the out-of-state traffic. During June 469,438 passengers or 52.2% of all State entries came in through the Northern California stations.

TOURISTS AND SETTLERS

Tourists and Settlers written inquiries received by the San Francisco Chamber of Commerce in June reached the highest level on record and were 53.8% above same month last year, with the 6 months showing an increase of 19.6%.

UTILITIES

Sales of electrical energy in San Francisco during the first 6 months were up 16.4% while industrial and commercial gas sales showed an increase of 9.9%. Industrial and commercial water consumption was up 2.2% but residential water consumption was off 1.9% for the 6 months.

SAN FRANCISCO LIVING COSTS

San Francisco's Consumer Price Index as revealed by the U. S. Department of Labor for June 1951, was 0.2% under March for All Items but 9.2% above June last year. Compared to March, Food was the only item to show decline. Indexes of all other items were above, as indicated in the accompanying tabulation. The March-June quarterly average for All Items, compared to a year ago, was up 9.3%; Food up 14.5%; House Furnishings 13.4%; Apparel 10.1%; Rent 8.1%; Fuel, electricity and ice 7.7%; and Miscellaneous 4.6%.

Survey of Business Conditions in San Francisco

June, 1951

BRANCH OF ACTIVITY	JUNE, 1951	JUNE, 1950	PER CENT CHANGE	SIX MONTHS 1951	SIX MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1)						
S. P. C. of C. Index 1935-39 Avg. = 100	290.6	258.5	12.4	295.4	243.3	17.3
CONSTRUCTION PERMITS (2)						
Total (number)	710	887	-19.9	4,357	4,976	-12.4
Residential, New (number)	3,347,004	5,625,246	-40.5	31,580,497	31,756,304	-0.5
Dwelling Units (number)	143	279	-48.7	928	1,375	-32.5
Single-family Units—New (value)	1,521,066	4,227,955	-64.0	10,008,659	19,652,077	-49.1
Two-family Units, New (number)	184	454	-59.5	1,143	1,903	-39.9
Multi-family Units, New (number)	125	292	-50.4	848	1,249	-31.6
Non-Residential, New (number)	18	24	-25.0	80	170	-52.9
Additions, Alterations and Repairs (number)	41	19	52.6	453	111	3.6
Housekeeping Dwellings (value)	523,190	465,100	12.5	12,871,534	5,662,815	127.3
Non-housekeeping (value)	538	569	-5.3	2,334	3,490	-33.7
Housekeeping Dwellings (amount)	1,302,838	932,191	39.8	8,700,304	6,441,412	35.1
Non-housekeeping (amount)	318,458	353,948	-10.0	2,176,671	2,019,785	7.8
Non-residential (number)	11,838	9,000	21.8	122,287	376,940	-67.6
Non-residential (amount)	972,522	569,243	70.8	6,137,446	3,352,166	84.2
REAL ESTATE (3)						
Deeds Recorded (number)	1,595	1,984	-12.1	10,525	11,182	-5.9
Mortgages and Deeds of Trust (number)	1,417	1,638	-14.5	8,698	9,176	-5.2
(amount)	17,724,571	14,011,253	26.5	86,252,331	72,298,144	19.3
RETAIL DEPT. STORE SALES (4)						
San Francisco (Index)	255	247	3.2	262	238	10.1
FINANCE						
Bank Debits (4) (\$000)	3,123,299	2,669,296	17.0	17,651,401	14,382,420	22.7
Bank Clearings (5) (\$000)	2,316,880	1,812,171	28.0	13,375,205	10,138,851	33.6
Postal Receipts (6)	2,114,789	1,740,117	21.5	13,017,925	10,979,573	24.0
S. F. Stock Exchange (7)	901,065	1,101,761	-18.2	8,997,531	7,370,886	22.5
(market value \$)	15,784,070	24,095,361	-34.5	129,344,455	127,144,056	-1.4
COMMERCIAL FAILURES (8)						
Liabilities (number)	12	8	50.0	61	75	-18.7
Assets (number)	211,063	132,073	59.8	1,496,880	2,263,370	-37.5
(value \$)	123,265	47,344	60.4	544,214	1,776,332	-69.4
MFG. INDUSTRIES—WAGE & SALARY WORKERS—BAY AREA (6 Counties) (9)						
Employment (number)	173,400(a)	156,000(a)	21.1	173,160(b)	157,500(b)	9.9
Payrolls (avg. weekly earnings \$)	72.15(a)	64.89(a)	11.2	71.28(b)	64.28(b)	10.9
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundry, Cleaning, Dyeing (avg. wkly. earnings \$)	49.67(a)	48.11(a)	3.2	48.16(b)	45.52(b)	5.8
Wholesale Trade (avg. wkly. earnings \$)	71.77(a)	71.52(a)	0.3	71.52(b)	68.96(b)	7.6
Retail Trade (avg. wkly. earnings \$)	56.30(a)	52.95(a)	6.3	55.57(b)	52.33(b)	6.2
Hotels (avg. wkly. earnings \$)	42.57(a)	40.62(a)	4.8	43.14(b)	41.29(b)	4.7
PLACEMENTS IN S. F. (10)						
Commercial (total)	3,449	2,112	63.3	20,071	10,722	87.2
All Other (number)	946	534	50.7	5,862	3,846	38.6
(value \$)	2,543	1,578	61.2	14,369	7,176	100.2
TRANSPORTATION						
Freight Car Movements (11)	15,480	15,399	0.5	101,519	85,212	19.1
S. F. Airport Traffic (12)						
Planes In and Out (number)	7,896	6,667	18.4	47,341	38,698	22.3
Passengers Off (number)	59,875	58,606	2.2	330,125	261,840	26.1
Passengers On (number)	59,710	58,571	0.2	334,869	260,794	28.1
Air Mail Loaded and Unloaded (12) (lbs.)	2,117,614	1,237,677	71.1	13,401,574	7,265,712	83.2
Air Express Loaded and Unloaded (12) (lbs.)	583,746	598,515	-2.3	3,810,249	3,246,765	17.4
Freight Loaded and Unloaded (12) (lbs.)	2,385,468	1,371,450	73.2	16,417,562	13,339,222	23.1
Express Shipments (13) Rail (number)	111,110	137,555	-19.2	720,891	583,954	15.6
Air (number)	13,007	17,373	-25.1	99,116	105,233	-5.8
PORT OF SAN FRANCISCO (14)						
Total (revenue tons)	556,992	503,895	10.5	3,466,275	2,945,017	17.7
Coastwise (revenue tons)	7,477	17,339	-56.9	65,956	83,166	-4.4
Intercoastal (revenue tons)	62,943	79,629	-10.9	326,340	350,522	-6.9
Foreign (revenue tons)	268,264	215,075	24.7	1,721,882	1,194,080	44.2
CARGO VESSELS (S. F. Bay) (15)						
Arrivals (number)	336	311	8.0	2,178	1,848	17.9
Departures (number)	378	324	16.7	2,231	1,853	20.4
UTILITIES						
Electric Energy Sales (k.w. hrs.) (16) (index)	219	202	8.5	256	220	16.4
Industrial & Commercial Gas Sales (16) (cu. ft.)	1,133,857,700	1,147,999,000	-0.4	8,140,401,900	7,405,884,000	9.9
Water Consumption—Residential (17) (cu. ft.)	111,199,000	113,357,000	-1.9	610,407,000	622,510,000	-1.9
Commercial & Industrial (cu. ft.)	152,797,000	153,855,000	-0.7	920,778,000	901,039,000	2.2
NEW DEVELOPMENTS						
Apartment Buildings (11) (number)	1,360	884	53.8	5,420	4,332	19.6
Bay Bridge Vehicle Crossings (18) (number)	2,546,132	2,484,577	2.6	14,622,968	13,326,928	9.5
Golden Gate Bridge Crossings (19) (number)	968,553	854,338	13.4	4,955,980	4,404,217	12.5
DAIRY RECEIPTS (20)						
Butter (pounds)	3,878,447	2,730,886	42.0	15,587,831	13,403,956	16.3
Cheese (pounds)	1,565,502	1,104,895	41.7	9,351,465	9,152,707	2.2
Eggs (cases)	90,110	90,283	-0.2	619,870	594,475	3.1
Poultry, Dressed (pounds)	1,216,678	910,638	33.6	7,790,785	7,110,994	9.6
FRUITS AND VEGETABLES (20)						
(total number)	125,696	158,832	-20.9	10,960	10,078	3.6
Cattle (number)	22,131	32,880	-32.9	175,533	886,202	-49.7
Calves (number)	4,807	11,202	-57.1	37,149	62,237	-40.3
Swine and Lambs (number)	61,450	74,550	-17.5	360,418	379,312	-5.0
Hogs (number)	37,273	40,130	-7.1	289,622	260,475	8.2
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food (Index)	237.4	211.1	12.5	241.0(c)	210.8(c)	14.5
Alcohol (Index)	801.3	813.3	-1.5	199.6(c)	181.3(c)	10.1
Rent (Index)	133.3	123.5	7.9	132.1(c)	122.2(c)	8.1
Fuel, Electricity and Ice (Index)	92.1	86.5	6.5	92.0(c)	85.5(c)	7.7
House Furnishings (Index)	152.9	137.6	13.3	179.6(c)	158.4(c)	13.4
Miscellaneous (Index)	174.3	165.1	5.6	175.6(c)	168.0(c)	4.6
All Items (Index)	188.4	172.4	9.2	188.5(c)	172.6(c)	9.3

*New Series (a) May latest available; (b) 5 month average; (c) March and June quarterly average.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State Department; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Harbor Commissioners; (15) Marine Exchange; (16) Pacific Gas & Electric Co.; (17) Water Dept., City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Dept. of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hitting The HIGH SPOTS

with Walt Brown

Better Business Bureau President Frank K. Runyan recently honored the Bureau's Past President John G. Levison for 5 years' service during which the Bureau "greatly increased its activities and effectiveness in this community. K. C. Tripp and Ralph A. Neis of Moore-McCormack Lines, Inc., have moved offices to 222 Sansome St. . . . William A. Fleming, well-known magazine writer and newspaperman, has been appointed publication mgr. for Western Air Lines, under Bert D. Lynn, director of advertising and P.R. . . . Key figures in American business attended "classes" all last wk. at Stanford, during the university's 10th annual Business Conference . . . Melville E. Wank of Wank & Wank, advertising agency, recently announced the merger of his firm with Roland Hauck Groups, over 25 yrs. of soloing with some mighty good acts . . . The Western Regional office of the U. S. Bureau of Labor Statistics has moved to new quarters in the Flood Bldg., 870 Mkt. Rm. 1074 . . . A bill to fix permanent bail of a million dollars for each day a convicted communist remains away from jail (H.R. 4780) is now before the House Committee on the Judiciary.

— Second Century of Progress —

Smith, Dr. Hoover Before World Trade Associations

Russell G. Smith, executive vice-president of the Bank of America and head of its International Banking Division, delivered a report on the Lisbon Congress of the International Chamber of Commerce and observations gathered during his recent European tour at yesterday's luncheon meeting of the Chamber's World Trade Association held in the Fairmont Hotel's Garden Room.

It was a joint meeting of the Association and the Foreign Credit Chamber of the Credit Manager's Association.

Glenn Hoover, Professor of Economics and Sociology at Mills College, was the Junior World Trade Association's guest speaker at its meeting last night at Luca's Restaurant. His subject was "Trade Freedom—1951."

— Second Century of Progress —

Ray McConnell To New Post

Ray S. McConnell Vice President and a partner in the Robert S. Atkins Company and President of the Chamber's Retail Merchants Association, has been elected to the post of Vice President for the Executives Association of San Francisco, according to D. P. Street, Managing Director of the Retail Merchants.

Harry Goodfriend, Assistant Vice President of the Anglo California National Bank, was elected President of the organization which maintains its headquarters at 290 1st Street.

Private Channels To Be Used For Philippine Aid

Economic Cooperation Administration aid to the Philippines will move through private trade channels for the most part, and not by government procurement as was originally interpreted from an ECA announcement last month, a top ECA official returning from the Philippines has told the San Francisco Chamber.

Arrangements should be completed shortly to handle the major portion of ECA-financed shipments to the island republic through regular commercial channels. William Stanley Allen, Jr., chief of ECA's Philippine branch, advised members of the Chamber's World Trade Association here at a special meeting. The group was called together to consider further action by the Chamber and the Export Managers Association following recent protests by the organizations to Congressmen and Washington officials over a June announcement by ECA that extensive procurement through the government would be utilized to ship \$15 million in supplies to the islands as part of the fiscal year 1951 aid program.

The Chamber and Association pointed out in their objections that private trading facilities were completely adequate to handle shipments to the Philippines, that commercial procurement could do a better and more efficient job than government buying, and that a "dangerous precedent" would be established for other United States' aid programs for Southeast Asia if the government continued to avoid accepted ways of doing business.

— Second Century of Progress —

Modern San Francisco Plant For DeLaval Steam Turbine

DeLaval Steam Turbine Co. of Trenton, New Jersey, with whom the Chamber's Industrial Department has been cooperating for some time, formally opened its new West Coast headquarters in San Francisco last Friday, July 27. The new 20,000 sq. ft. plant at Main and Folsom Streets will serve as the company's western distribution and maintenance center as well as housing Pacific Coast administration personnel.

Mr. Carroll F. Reeves, Pacific Coast Manager, says, "this new, modern, centrally located plant will enable us to offer faster and more efficient service to our western customers."

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

In a recent survey of certificates of necessity issued for rapid amortization of new defense facilities, the Regional Office of the National Production Authority reported that California manufacturers have received 145 such certificates from October 30, 1950 to July 6, 1951. This number represented 6 per cent of the total of 2,464 certificates of necessity (including those for non-manufacturing facilities) issued in the U. S. Following is a list of 35 certificates granted in the San Francisco Bay Region, excluding expenditures not usually classified as manufacturing activities.

	No. of Certificates	Amount Eligible
San Francisco Bay Area	35	\$ 54,895,329
Alameda County	13	9,558,802
Ordnance & Accessories	1	119,375
Chemicals & Allied Prods.	4	439,222
Food & Kindred Products	1	1,237,500
Rubber Products	2	114,766
Stone, Clay & Glass	1	125,000
Primary Metals Industries	4	7,503,039
Contra Costa County	11	\$ 35,119,363
Chemicals & Allied Prods.	6	4,064,464
Petroleum Products	1	9,000,000
Stone, Clay & Glass	1	1,712,089
Primary Metals	3	20,342,830
San Francisco County	2	\$ 75,546
Food & Kindred Products	1	13,539
Fabricated Metal Products	1	62,016
San Mateo County	5	\$ 3,423,187
Ordnance & Accessories	1	15,866
Primary Metals	1	362,000
Electrical Machinery & Equipment	3	3,045,621
Santa Clara County	4	\$ 6,628,011
Food & Kindred Products	1	151,011
Paper & Allied Products	1	2,625,000
Stone, Clay & Glass Prods.	1	3,422,000
Primary Metals	1	416,000

— Second Century of Progress —

New Group Will Fight For Excess Profits Tax Relief

Excess Profits Tax relief for young and growing corporations is the objective of the Young American Business Conference which has organized a group in Northern California under the Chairmanship of Robert L. Chambers, president of a local manufacturing organization.

The YABC is a nation-wide group banded together to secure modification of the proposed tax law.

Chambers has asked interested firms in this area to contact him at the Magna Engineering Corporation, 417 Montgomery Street, San Francisco.

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WALTER J. BROWN, Editor

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Ships Warrants Bills Opposed As 'Drastic'

Opposition to two national bills dealing with ship warrants, on the grounds that they are too drastic, has been expressed by the San Francisco Chamber of Commerce, it was reported this week by Walter A. Rohde, Transportation Department Manager.

The bills, S. 1221 and H.R. 3437, are claimed by the Chamber's Board of Directors and by Rohde to be "far more drastic" than the Ships Warrants Act which was in effect during World War II and would give the President "practically autocratic powers" over American shipping.

They would deny the use of any dock facilities to vessels not holding warrants, and the President could name any officer or agency to administer. The bills further would permit the President or his appointee to exercise control over rates and charges. The bills carry no termination dates, and they are all-inclusive, covering all classes of shipping whether in foreign, coastwise or public carriage.

These other objectionable features were pointed out in letters sent by Rohde to the Merchant Marine and Fisheries Committee of the House of Representatives and the Interstate and Foreign Commerce Committee.

(Continued on Page 4, Column 3)

Salinas, Watsonville Trip Scheduled For Next Week

Approximately 25 members of the Chamber's Inter-City Committee will leave San Francisco next Wednesday morning for a day's visit with businessmen and farmers of Salinas and Watsonville. It will be the fourth trade trip of the year in the Chamber's constant program of enhancing trade relations between San Francisco and neighboring areas.

Through the cooperation of both the Salinas and Watsonville Chambers of Commerce, inspection of major industrial and farming facilities in the area will be made by the local delegation.

Ivan Branson is program chairman of the trip arranged under auspices of the Chamber's Domestic Trade Department.

— Second Century of Progress —

Airman Cards Issued Here

Seventy-two "airmen identification cards" were issued at the Chamber last week.

The cards are similar to the necessary pilot identification of the last war and were issued at the convenient downtown San Francisco location as a Chamber of Commerce service in cooperation with the Sixth Region Civil Aeronautics Administration.

A safety agent of the CAA was supplied with full office facilities so that he could process civilian pilots before the deadline of September 1.

Chamber Lends Support To Red Cross Blood Program

The San Francisco Chamber has reaffirmed its support of the American National Red Cross program for the procurement of whole blood and plasma in San Francisco.

According to Chamber President Alan J. Lowrey, the governing body of the Chamber has lent its full support to a contemplated program of the Red Cross wherein direct mail requests will be sent to commercial and industrial organizations in the city asking for a pre-determined and continuing number of employee blood donors each week.

"The San Francisco Chamber," Mr. Lowrey said, "will use all available means to publicize the program. We fully appreciate the need for whole blood for our men in Korea, as well as the necessity of building up a stockpile of plasma for civilian defense needs."

John P. Gilchrist, Manager of the Chamber's Public Affairs Department, reports that a letter received by the Chamber from the Red Cross states:

"We are able to supply less than 60 per cent of the blood required (for Korea). The response of individuals rises and falls with the headlines. There must be a steady supply of blood to save the servicemen who lie wounded in hospitals, even when casualties are not high in the field."

Chamber Study Points Up Importance Of S. F. Brewing Industry

The San Francisco Metropolitan Area accounts for more than half of the malt brewing industry in the entire state, according to a study of the 1951 Brewers' Almanac completed this week by the Chamber's Research Department.

Of a California total of \$18,400,000 for 1947 ("value added by manufacturer" in the brewing industry) this area accounted for \$25,600,000, it was reported by Ralph Koerber, Research Department Manager.

"Concentrated in San Francisco alone," the report states, "are several of the West's largest brewing industries including Acme, Anchor, Lucky Lager, Rainier, Regal Pale and the San Francisco Brewing Company—the latter having recently completed a five million dollar expansion program.

"These breweries account for most of the brewing industry in the Bay Area—which in turn accounts for the preponderance of the output of the State of California," Koerber's report continued.

The relative significance of the malt brewing industry in California in 1950 in relation to other states in the nation is thoroughly presented in the Brewer's Almanac, according to Koerber, who has extracted the following highlights:

Total consumption of malt beverage during 1950 in California ranked fifth among the States and amounted to 5,241,420 barrels (31 gallons per barrel). New York was first with 11,064,380 barrels; Pennsylvania followed with 7,693,618 barrels; Illinois with 6,034,659 barrels; and Ohio fourth with 5,437,946 barrels.

California's per capita consumption, however, tied Texas for 23rd place, with 15.3 gallons—compared to the 10-year average of 15.9 gallons, and the U. S. average consumption of 17 gallons in 1950 and 16.9 gallons for the 10-year average.

A study of the long-range picture reveals that California production of malt beverages in 1950 amounted to 4,458,781 barrels, or an increase of 74% over 1940 production but despite this growth production has not kept up with consumption since 1941. Between 1934 and 1940, production led consumption except during the years 1936 and 1939. The State of Wisconsin led all states in production in 1950, amounting to 12,649,071 barrels. California was eighth in production rank.

According to the Almanac, taxes on a barrel of draught beer ranked from as high as \$10.00 in the State of Louisiana to a low

of 62c in California and Wyoming—both sharing the distinction of having the lowest tax.

Tax collections in California and the United States during the calendar year 1950 for various alcoholic beverages indicate that the malt beverages make a large contribution to the revenue of both the states and the nation.

Tax Collections—Calendar Year 1950*

*U.S. Treasury Dept., Bureau of Internal Revenue

	California	United States
Malt Beverage		
Tax	\$ 35,216,863	\$ 666,768,770
Excise Tax	34,851,281	662,004,017
Other	365,582	4,764,753
Distilled Spirits		
Tax	\$ 78,302,136	\$1,680,915,640
Excise Tax	75,622,238	1,621,840,211
Other	2,679,898	58,075,429
Wines—Excise		
Tax	\$ 41,383,418	\$ 72,324,922
Floor Tax	995	9,972

Grand Total \$154,903,412 \$2,419,019,304
The significant relation between the malt

(Continued on Page 4, Column 1)

Governor Commends C of C For Rapid Transit Aid

Governor Earl Warren has commended the San Francisco Chamber for its aid to him concerning the advisability of passage of Senate Bill 549 creating a Bay Area Metropolitan Rapid Transit Commission.

The bill was passed by the last State Legislature and has been signed by Governor Warren.

In a letter addressed to Chamber President Alan J. Lowrey, the Governor thanked the group for its beneficial views on the subject.

The legislation creates a Rapid Transit Commission for the purpose of studying and correlating data and findings on transit needed. The Commission will make engineering studies and estimate costs of an "integrated" Rapid Transit System within the nine San Francisco Bay Metropolitan Area counties.

On June 7 the Chamber's Board of Directors had gone on record as being in support of the principles embodied in the bill.

According to Chamber General Manager G. L. Fox, the group has been active in various ways in matters pertaining to Bay Area Rapid Transit for several years. He explained that the Chamber worked with City Supervisor Marvin E. Lewis and was represented at meetings of the Citizens Committee appointed by Mayor Elmer E. Robinson and headed by Henry E. North, former Chamber President.

San Francisco Senator Gerald J. O'Gara also wrote Mr. Lowrey on the occasion of the bill's passage and said, "The continuing support of the San Francisco Chamber of Commerce has been of material assistance in the passage of this legislation so important to the Bay Area."

— Second Century of Progress —

Food Products Dominate '50 Exports From Local Ports

Vegetable food products and beverages continued to dominate San Francisco's export picture during 1950, it was revealed by the Chamber's World Trade Department following its study of a report recently released by the Board of State Harbor Commissioners.

Titled "Foreign Trade Through San Francisco Customs District"—the report is a yearly product of the Board which is directed by Port Manager Robert H. Wylie.

It shows that vegetable food products and beverages supplied the largest export volume with \$73,300,000 as compared to 1948 with \$63,570,000. Total exports remained high at \$270,840,000 in spite of the loss of a number of markets in the Far East. Many of California's world famous products loom large, with dried and evaporated fruits totaling \$19,500,000 leading these products. Barley and rye exports exceeded \$9,000,000 and canned and preserved fruits exceeded \$8,000,000. Inedible vegetable products and manufactures totaled \$11,371,000 in 1950 as against \$14,000,000 in 1948.

Of steadily increasing importance are Bay Area machinery and vehicles that are being exported, while less than in 1948, the volume in 1950 was \$36,882,000. All

(Continued on Page 4, Column 2)

Russell Smith Reports on International Chamber Meet

While concerned with the economic consequences of rearmament and worried about large scale United States buying of raw materials in world markets, representatives of the thirty nations meeting at the Congress of the International Chamber of Commerce at Lisbon last month showed an undeniable air of optimism about world problems. This was reported by Russel G. Smith, executive vice president of the Bank of America, to the World Trade Association of the San Francisco Chamber of Commerce and the Foreign Credit Chapter of the Credit Managers' Association at one of the Association's recent meetings.

Attending his second Congress of the International Chamber, Smith reported the sessions in Portugal found a high degree of harmony among the "non-official" businessmen delegates, including a substantial delegation from Japan and a large group from Germany, and the first Spanish participation in years.

Representing business and industrial interests and not their governments, the delegates spent considerable time discussing liberalization of exchange controls and use

of variations in exchange rates for domestic economic stabilization and labor cost equalization, as well as banking, taxation, transportation, world trade and other fields of mutual interest. There was active interest in increased productivity as developed in the United States through reinvestment of business profits in expansion and new development, Smith reported, and also the advantages of increasing per capita consumption to achieve higher living standards.

One of the most significant accomplishments of the Congress, Smith said, was the revision of a booklet first put out by the International Chamber in 1933 providing standard procedures for opening documentary letters of credit. Worldwide distribution of the new publication should help world traders and other businessmen avoid misunderstandings and expensive litigation. A similar step was inaugurated by the Congress with the establishment of a committee to work toward a uniform set of interpretations of commercial terms to be used by businessmen throughout the world—a worthy undertaking which may take years, according to Smith.

Chamber Represented By Delegation at Tracy Fete

An official delegation from the San Francisco Chamber was in Tracy last Saturday to witness the ceremonies that started the flow of water from Shasta-Cascades into the Central Valley Project canals—350 miles away.

The four-man group was headed by Chamber Vice-President W. P. Fuller, III, and included Chamber General Manager G. L. Fox, Frank M. Dana, Bank of America, vice-president and a member of the Chamber's Inter-City Committee and Carroll A. Snyder, the Chamber's Domestic Trade department manager.

They attended a special "Dignitaries' Luncheon" and then were on hand when the first water was drawn into the giant Tracy pumping plant after traveling at the rate of two and one-half miles an hour from the Shasta Dam where it was first released.

— Second Century of Progress —

C. of C. Board Recommends Raise for Firemen, Police

The San Francisco Chamber has gone on record in favor of a \$20 a month salary increase for all members of the San Francisco Fire and Police Departments.

The Chamber's board of directors voted approval of the raise in line with a recommendation of The San Francisco Municipal Conference of which it is a member.

Chamber Vice-President J. W. Mailliard, III, reported to the board that it was found the salaries of the San Francisco firemen and policemen are now below those of several cities in the United States of comparable size if working hours and cost of living are taken into consideration.

"The \$20 a month increase," Mailliard said, "will bring salaries in the San Francisco departments above 95 per cent of the cities of comparable size in the country."

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further status contact the Domestic Trade Department. EXBOOK 2-4511. Ext. 56.

D-7520—EDIN COMPANY, INC., 207 Main Street, Worcester 8, Mass., wishes to appoint a sales representative covering the eleven Western states handling their electronic instruments and scientific testing equipment.

D-7521—THE EMERSON COMPANY, 5500 London Street, Birmingham, Michigan, desirous of contacting local manufacturers of items suitable for sale to their all ready established accounts including, hardware, houseware and electrical appliance distributors, hotel and restaurant supply dealers, wholesale druggists, etc.

D-7522—BURALL PRODUCTS CORPORATION, 529 Rivald Blvd., Grosse Pointe 30, Michigan, seeking manufacturers' agents in San Francisco to handle their brand hand cleaner sold through hardware, paint, department, drug and auto supply stores.

D-7523—SOUTHEASTERN SALES COMPANY, P. O. Box 187, Charleston, South Carolina interested in obtaining additional lines to be sold to their all ready established accounts including wholesale and retail electrical, hardware and department stores. Warehouse facilities available.

D-7524—ELGIN NATIONAL WATCH COMPANY, Elgin, Illinois, interested in securing a manufacturer's agent in San Francisco to handle their line of diamond compounds and finishing accessories used in the plate, mud, closure and carbide die fields. Knowledge of polishing procedures required.

D-7525—TEXTILE DISTRIBUTORS, INC., Thomastown, N. C., mill agents for all types of hosiery would like to appoint a representative in San Francisco to handle their line of hosiery.

D-7526—W. H. SCHLEE, INC., Ann & Union Streets, Lockport, New York, interested in obtaining representation in San Francisco for their line of toys.

D-7527—EASTERN SMELTING & REFINING CORP., 107-109 West Brookline Street, Boston 5, Massachusetts, wish to contact representative in San Francisco now calling on the plating industry to represent their products.

D-7528—KERR-HUEFTEL COMPANY, 31st & Hunting Park Avenue, Philadelphia 32, Pa., interested in acting as distributors or manufacturers' agents covering the Philadelphia area.

D-7529—ARTCRAFT SALES COMPANY, INC., 1384 Broadway, New York 18, N. Y., sales representatives for a line of oysters, wish to appoint a salesman in this area having a department and specialty store following.

D-7530—THE ANSONIA ELECTRICAL COMPANY, P. O. Box 723, Ansonia, Conn., seeking a sales agent in San Francisco for their plastic wire and cable for communication, lighting, etc., purposes.

D-7531—JACKSON EDWARDS, 2946 Belden Drive, Hollywood 28, California, wishes to act as a manufacturer's representative in Southern California for manufacturers of electronic, electrical and technical mechanical lines. Qualifications include graduate engineering degree.

A Timely Event . . .

An Outstanding Speaker . . .

Charles H. McGuire

Director, National Shipping Authority

For the Maritime Administration

will be the principal speaker

at the

22nd Annual Harbor Day Luncheon



CHARLES H. MCGUIRE

FRIDAY, AUGUST 17, 1951 • SAN FRANCISCO COMMERCIAL CLUB

Sponsored by the San Francisco Junior Chamber of Commerce and the Commercial Club

Charles H. McGuire, Director of the National Shipping Authority for the Maritime Administration, United States Department of Commerce, has been appropriately selected to address the 22nd Annual Harbor Day Luncheon . . . an event designed to draw public attention to the services and facilities offered by San Francisco's Harbor. A national authority on shipping, Mr. McGuire was appointed to his present post on March 13 of this year by Admiral E. L. Cochrane, Maritime Administrator. Known as a career government employee, he has served as assistant director of freight rates for the War Shipping Administration and during both world wars he acted with the United States Shipping Board. His last assignment before being selected as head of the National Shipping Authority was that of chief of the Division of Traffic in the United States Mari-

time Commission and chief of the Division of Contract Evaluation, office of Subsidy and Government Aids of the Maritime Administration. Mr. McGuire has also served with the International Mercantile Marine Corporation and its successor, the United States Lines.

Following the address by Mr. McGuire, an open forum will be held in the luncheon room. The subject to be discussed—Current Problems and Status of the Port Promotion Department of the San Francisco Chamber of Commerce. The panel will be headed by John E. Cushing, President, The Oceanic Steamship Company, Director of Matson Navigation Company and Chairman of the Chamber's Port Promotion Department. He will be assisted in the forum by other members of the Department.

San Francisco Junior Chamber of Commerce
333 Pine Street, San Francisco 4, Calif.

Please reserve _____ place(s) for me at \$2.25 each at the
22nd Annual Harbor Day Luncheon, Friday, August 17, 1951, in the
Commercial Club.

CHECK
ENCLOSED

Name _____

Firm _____

\$ _____ Address _____

Please
Make Your
Reservations
EARLY!

★

Price—\$2.25 a plate
(tax included)

United Air Lines Expands S. F. Airport Facilities

A long-standing effort of the San Francisco Chamber saw fruition this week with the decision of United Air Lines to expand its maintenance base at the San Francisco Airport.

The Chamber has encouraged United and other airlines, as well as the air terminal's administrative section continually to improve and expand the Airport's facilities so that the city may have an air base "second to none" in the nation.

United's plans call for the construction of a large hangar and maintenance dock, a new warehouse for storage of supplies and parts, and an additional shop building for engine overhaul. Forty thousand square feet of concrete parking area, and three out-door engine run-up pads also will be constructed, according to John A. Herlihy, vice-president in charge of operations for United and a member of the airline's board of directors.

The company announced that the new facilities primarily are designed to handle 40 new Convair planes which will be delivered by the end of 1952.

— Second Century of Progress —

Pacific Electronic Show To Be Held August 22-24

San Francisco's Civic Auditorium will be the scene of the 7th annual Pacific Electronic Exhibit from August 22 through August 24, according to Heckert Parker, exhibit manager. The display will be open to businessmen interested in current developments in the electronic field.

On August 22, from 2 to 3 P.M., Donald F. Marshall, Chief of the Industrial Planning Board, Western Air Procurement District, United States Air Force, will speak on "Procedure and Regulation Covering Federal Government Procurement of Electronic Equipment." On the following day at the same hours, Glen McDaniel, newly elected president of the Radio-Television Manufacturers Association, Washington, D. C., will deliver an address titled, "The Electronic Industry and the National Preparedness Program."

The Pacific Electronic Exhibit is being held in conjunction with the Institute of Radio Engineers Western Convention.

Brewing Industry Heavy

(Continued from Page 1)

brewing industry and agriculture was well portrayed by the fact that each barrel of beer and ale produced in 1950 required 30.5 lbs. of malt; 9.6 lbs. corn and corn products; 1.7 lbs. sugar and syrup; 3.6 lbs. rice; 0.43 lbs. hops; 0.08 lbs. wheat; 0.04 lbs. barley; and small fractions of other grains and materials.

'25 Years of Service'



R. V. WINQUIST (right) executive vice-president of General Steamship Corporation is congratulated on his 25 years of service to the company by Harry S. Scott, president of General Steamship. The poster shown draws attention to Westfol-Larsen Company Line which is also celebrating its 25th anniversary. General Steamship Corporation is Westfol-Larsen's agent and Scott was instrumental in the company's development.

German Consulate Opens

The first German Consulate General to be located here since the beginning of the last war has just opened its offices on the 18th floor of the Central Tower Building, 703 Market Street.

Officers of the new agency are Gerhard Stahlberg, Consul General; Dr. Karl II. Schoenbach, Consul; Hans K. Meyer, Commercial Adviser and Dr. Heinrich Liebrecht, Legal Consul. Together with a large staff, they will carry on the usual consulate services and aid in the development of greater two-way trade between this country and Germany. Their telephone number is YUkon 2-1344.

Foods Heavy In '50 Exports

(Continued from Page 2)

types of electrical and industrial machinery, agricultural machinery, trucks and automobiles sold well during the year. Mining and construction machinery are also becoming increasingly important items. An outstanding gain was made in 1950 in the chemicals and related products classification when these reached \$25,350,000 in 1950 as compared with \$18,100,000 in 1948. Medicinal and pharmaceutical preparations showed a gain of 250 per cent.

Another item that showed a striking gain was raw cotton which reached \$15,000,000 as compared with \$13,800,000 in 1948.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

DEFENSE LOANS

The Office of Small Business of the National Production Authority, U. S. Department of Commerce, recently published a new four-page pamphlet entitled "Defense Loans for Small Business."

The pamphlet—which describes working capital assistance in the form of partial payments, progress payments, advance payments and guaranteed loans, facilities loans and general purpose loans—is available for 5 cents at the Regional Office, U. S. Department of Commerce, Flood Building, San Francisco.

INCREASED STEEL RESERVES FOR RATED ORDERS

The NPA on July 25 instructed steel producers to increase reserves of certain carbon and stainless steel products for rated orders. The NPA explained that the increases were necessary to bring planned supply and rated order load more nearly in line with each other. In nearly all cases certain percentages remain reserved for the so-called "free area."

CERTIFICATES OF NECESSITY

The following Northern California firms have been granted Certificates of Necessity by the Defense Production Administration from the period July 6 through July 20, 1951:

Company	Products of Service	Amount
Standard Oil Company of California	Isobutane	\$320,711
Kern County Shokely Foods, Inc.	Military foods processing	131,100
Oraville Richmond-Chase Co.	Military food storage	370,292
San Jose Time Oil Co.	Storage (gasoline)	100,950
Sacramento, Yolo County Western Cotton Oil Co.	Cotton gin	133,315
San Joaquin Col. Oil Co. Div. Lemare		
Pacific Fruit Express Co. San Francisco	Transportation-refrig. eqs.	18,634,969
Hewlett-Packard Co. Palo Alto	Test and measuring instruments	301,772
Salzer Grain & Milling Co. Corcoran	Ginning of cotton	160,333
Producers Cotton Oil Co. Fresno	Balls, cottonseed oil, meal & linters	\$51,181
Thomco Mfg. Co., Inc. Redwood City	Parts for tape recorder	5,954

Warrants Bills Opposed

(Continued from Page 1)

tee of the Senate, and to the entire California delegation in Congress.

The Chamber's position is that if a Ship Warrants Act is in the public interest at this time, the bills should be amended according to the objections outlined.

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PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Port To Be Honored In Harbor Day Festivities

Charles H. McGuire, director, National Shipping Authority for the Maritime Administration, will be the principal speaker at the 22nd annual Harbor Day Luncheon to be held tomorrow as the opening event of a two-day celebration honoring the world-famed harbor and port of San Francisco.

The luncheon will be sponsored by the San Francisco Junior Chamber of Commerce and the Commercial Club in the latter's main dining room. "Harbor Day" festivities will last through Saturday, August 18, and will include a series of public and commercial affairs, exhibits and celebrations, according to Quentin Griffiths, chairman of the event for the Marine Committee of the Junior Chamber.

A harbor tour and cocktail party aboard the U.S.S. General Frank M. Cox will be held tomorrow evening for out of town guests. Saturday, "elephant trains" will take the general public to points of interest along the Embarcadero. Highlights will be an "open house" aboard a Military Sea Transport Service cargo vessel at Pier 7 and a special exhibit in the Maritime Museum at Aquatic Park. In the afternoon, harbor tugboats will compete in the annual Harbor Day race.

Following the race, local business executives and civic leaders will be guests of the San Francisco Chamber and the Junior Chamber on a harbor tour aboard the former's "Great Golden Fleet."

Tomorrow's luncheon will feature an address by Mr. McGuire on the role of his agency in the national mobilization program, followed by a forum on port service, facilities and development. John E. Cushing, president, The Oceanic Steamship Company, and Chairman of the Chamber's Port Promotion Department, will lead the talks.

Chamber Urges Nationwide Support Of Re-Examination Of Antitrust Laws

Nationwide support of pending legislation aimed at a re-examination of federal antitrust laws was requested this week by the San Francisco Chamber of Commerce in letters sent to chamber of commerce executives throughout the country.

"Fundamental changes have taken place in our economy and in the economy of the world since the antitrust laws were enacted in 1890, making a specific review vital today," G. L. Fox,

World Business School Moves To Union Square

The Chamber-sponsored School of World Business of San Francisco State College has established new downtown headquarters, according to Dr. Wayne Mackenzie Stevens, director of the school.

On September 10, the date set for fall semester registration, the school's new classrooms will be opened in the United Airlines building at Union Square.

Started two years ago, the school is designed to present practical training in the field of world business, shipping, finance and allied fields.

Classes to be offered (starting time: 5:30) include:

Monday — Production Management in Foreign Areas, Area Study of Far East and Oceania; **Tuesday** — Sales Management and Salesmanship in Foreign Areas, Area Study of Middle East and Africa; **Wednesday** — World Trade Techniques, Financial Problems of International Trade; **Thursday** — Export Organization and Marketing, World Economic Resources and Trade; and **Friday** — International Business Law.

San Francisco Chamber General Manager quoted, in letters which conveyed copies of a bill introduced in the United States Senate July 31 by The Honorable Wayne Morse of Oregon.

The quote was from a statement made by Senator Morse and The Honorable J. K. Javits of New York in introducing the bills. Representative Javits introduced the legislation in the House of Representatives.

Both bills, S. 1944 and H.R. 5015, provide for the establishment of a "Commission on Revision of the Antitrust Laws of the United States," basing the necessity on these declarations:

(Continue on Page 3, Column 1)

German Trade Day Lunch

German Trade Day will be observed next Wednesday, August 22, with a special luncheon at the Fairmont Hotel honoring officers of the new German Consulate General, which opened in San Francisco last week.

Sponsored by the Chamber's World Trade Association and the Foreign Credit Chapter of the Credit Managers' Association of Northern California, the event will honor Gerhard Stahlberg, Consul General, and his staff which includes Dr. Karl H. Schoenbach, Hans K. Meyer and Dr. Heinrich Liebrecht. Chamber members are welcome and may make reservations at the Chamber.

Highlights Of San Francisco Bay Area Presented In 1951 'Economic Survey'

Resources of the city, the Bay Area and Western markets are fully covered in this year's annual "Economic Survey." A project of the Chamber's Research Department headed by Ralph B. Koeber, the 36-page booklet—fully titled, "San Francisco and the Bay Area . . . An Economic Survey and Yearly Review"—has just been completed for those in need of an up-to-date cross-section of local and regional developments. The 1951 economic bird's-eye view of the area is presented in five major categories—Bay Area Highlights and Situation; Life in the Bay Area; Business and Industry Trends; and Markets and Resource Appraisal California Trade Areas.

A few of the salient findings reported in this edition reveal that San Francisco with

775,357 residents is eleventh in size among the 20 ranking cities in the nation—and was fifth in numerical growth, acquiring 140,821 new residents between the 1940 and 1950 census periods. San Francisco was first in 1950 in Net Effective Buying Income Per Capita and Per Family.

Tangible product sold at retail through some 24,201 outlets in San Francisco amounted to \$1,351,651,000—which did not include sales of food for off-premise consumption or gasoline sales. (If they were added, the total sales would be boosted well above the \$1.5 billion mark.)

Developments in the Bay Area appraised in 1950 against 1940 reveal gains as follows: Residents 54.6% (947,000 numerically); Manufacturing Employment—60%; Civilian Employment—64.5%; Retail Trade

—234.3%; Wholesale Trade—215.1%; Financial Transactions—225.4%; Bank Debits —199.4%; Net Buying Income—191.1%.

The appraisal also revealed that the Bay Area (nine Bay Counties) contain 25.3% of the State population, 28.1% of insured workers, 30.8% of personal income on returns, 39.2% of wholesale sales, and 39.6% of bank debits of the State total.

The Review also shows that the Pacific Coast with 14,486,527 residents contains 9.61% of the nation's population but accounted for 24.98% of the national population increase between 1940 and 1950.

It reveals that the 11 western states have 19,561,525 residents or 12.98% of the nation's population, and accounted for 29.84% of the nation's population increase for the 10-year period.

Chamber Photograph Service Provides San Francisco Scenes All Over World

By G. L. FOX, San Francisco Chamber of Commerce General Manager

From time to time, in casual "thumb through" sessions with your favorite magazines, you have undoubtedly noticed photographs of San Francisco. It's not "happenstance" that local scenes appear in regional, national and international magazines, month in and month out. It is to a great extent the result of a service provided publications and other media by the San Francisco Chamber of Commerce.

The Chamber believes the logic behind the service is sound. The publicizing of San Francisco increases the desire for products manufactured here, helps continue the influx of new industrial operations and increases the tourist dollar.

S.F. Foreign Trade Zone Draws Export Firm Here

San Francisco's "scope and opportunity and the welcome extended to new and young internationally-minded traders" has resulted in the decision of Skolnik Brothers Inc. to establish a branch operation here, according to a letter received by James Campbell, superintendent of the Port's Foreign Trade Zone at Pier 45.

Jim Skolnik, representative of the New York export-import firm, wrote Mr. Campbell saying, in part:

"It may be of interest to you to know that you have been largely responsible for my decision to establish in San Francisco by giving me to understand that there is scope and opportunity and that your city welcomes new and young internationally-minded traders."

The company's immediate operation will involve packing and grading of spices, sausage cases, hides and skins.

— Second Century of Progress —

Handicapped Sell Handwork

A unique local enterprise is gaining civic support here. It's the Handicrafters Shop located at 1219 Post Street, operated by the American Women's Voluntary Services.

Hand-woven stoles, table mats and modern abstract design lamps are some of the items on sale at the shop. All of the products on display were created by the physically handicapped—disabled veterans, the blind, and victims of rheumatic fever and other crippling ailments.

The AWVS venture is approved by the State's Board of Rehabilitation. Mary Louise Schwabacher, the project's coordinator, and her fellow workers cooperate with organizations promoting the welfare of the handicapped as well as with individual cases.

— Second Century of Progress —

Flower Show Opens Aug. 29

San Franciscans will be greeted by a lavish display of color when one of the city's gayest yearly traditions—the San Francisco Flower Show—opens in the Rotunda of City Hall on August 29. To run through 10 p.m. August 30, the show will feature cash awards for flower entries, music by the San Francisco Municipal Band, and special lighting effects for camera fans. Glen T. Mack, 173 Merced Avenue, San Francisco, is secretary-manager of the show.

Chamber Thanked For Aid To Junior Grand National

The 1952 Grand National Junior Livestock Exposition has been saved for the boys and girls of the Future Farmers of America and 4-H, and the San Francisco Chamber has been thanked for its help in the campaign.

The annual shows staged at the City's Cow Palace were in danger of being discontinued because of insufficient funds. As a result, bills were introduced into the State legislature to allocate moneys from the fair and exposition fund sufficient to continue the Exposition.

The Chamber's governing body approved the action and instructed its legislative representative, John P. Gilchrist, to make the Chamber's views known in Sacramento.

It was this action that helped put the hills through, according to Porter Sesonon, president of the No. 1-A District Agricultural Association.

In recent letters to Chamber President Alan J. Lowrey and Agricultural Department Manager Randle P. Shields, he said, "The San Francisco Chamber of Commerce's endorsement of the legislation to preserve the Grand National Junior Livestock Exposition had an important bearing upon the ultimate success of the bills."

"We are sure the Future Farmers of America and the 4-H Club boys and girls will be as deeply appreciative of the Chamber's efforts as we are."

— Second Century of Progress —

One-Man Street Cars OK'd

The Chamber's Board of Directors has approved the recommendation of the San Francisco Municipal Conference to amend the city initiative ordinance which at present prohibits one-man operated street cars and to allow their use where the Municipal Railway deems it necessary.

The Conference recommendation stated, "It was the feeling of the group that this ordinance is poor legislation, should not be on the books and an amendment of it would not only make more effective the operation of street cars but would save (the city) over \$800,000 per year."

Although the basic color and atmosphere of the city remain the same from year to year, constant improvements are being made throughout San Francisco and in order to keep the Chamber's photograph file up to date, a constant review is made of pictures taken by Chamber member photographers, Miss Droit revealed.

Chamber Urges Study Of Fine Arts Bldg. Restoration

To explore further the feasibility of preserving the Palace of Fine Arts, the Chamber has sent a letter to the City's Recreation and Park Commission suggesting the group consider "alternative proposals" before taking final action on construction of an exposition building in Golden Gate Park.

The Commission has a tentative plan to erect an Exposition building for a San Francisco County Fair and annual flower show from funds already available in the City Fair Fund in the city treasury.

J. W. Mailliard, III, Chairman of the Chamber's Civic Development Committee, wrote:

"With the funds available in the County Fair Fund, possibly augmented by additional state funds, the Palace of Fine Arts, which has architectural significance of world renown, could be rehabilitated and

used for an outstanding annual floral exhibit.

"The balance of the year, exhibits of various types, such as the latest industrial, engineering and scientific developments could be shown along with other events which would be of great public interest and benefit to San Francisco."

The Chamber has been studying the feasibility of restoring the Palace of Fine Arts since first approached recently with a plan by Bernard Maybeck, the building's original designer. William G. Merchant, local architect and Chamber director, is also working "along similar lines."

The Chamber will continue to explore the possibility of obtaining sufficient funds to preserve the Palace of Fine Arts building while the architectural methods are still being finalized, according to D. P. Street, the Chamber's Civic Development Department Manager.

Chamber Urges Support Of Antitrust Law Re-Examination

(Continued from Page 1)

"There exists, under the antitrust statutes of the United States, conflicts in policy as to the proper standards of conduct required to be observed by American industry; . . . interpretation and administration of the said laws by the several courts and administrative agencies have not succeeded in resolving said conflicts; . . . such conflicts and duplication of responsibility among enforcement agencies have resulted in unnecessary expense and burdens on the Federal Government and on business . . ."

The Chamber letters which this week conveyed the Senate bill to chamber executives reiterated this organization's long-standing advocacy of establishment of a commission such as proposed in the pending legislation.

The letters requested direct action by the executives contacted toward support of the bill.

Twelve members would compose the commission sought to be established. Four each would be appointed by the President, the President pro tempore of the Senate and

the Speaker of the House of Representatives. Two would be members of the Senate and two of the House.

According to Senator Morse and Representative Javits, the commission would study, investigate and hear evidence with a view toward determining:

(1) The effect of the existing price systems and pricing policies of business and industry upon the general level of trade, employment, profits, production and consumption;

(2) The effect and operation of existing antitrust statutes as interpreted and administered under judicial decisions and administrative regulations, decisions and orders, upon competition, price levels, employment, profits, production and consumption; and

(3) The extent and causes of concentration of economic power and financial control and their effect on competition.

The San Francisco Chamber's interest in antitrust law re-examination dates back to November, 1950, when its Manufacturers' Committee received approval by the Cham-

ber's Board of Directors of a policy embodying a program to be undertaken "so as to perpetuate the system of private enterprise under which America has become the greatest nation in the world."

"It is understood," the statement continued, "that such a commission should represent every segment of our citizenship, be chosen on non-partisan lines with full investigatory powers . . . and be adequately financed by Congressional appropriation."

The approved policy statement obliged the San Francisco Chamber to "do everything within its power and take all necessary steps to help effectuate the establishment of a National Commission for said purposes."

Following this Board action, the Chamber sent copies of an address entitled, "The American Economy and the Antitrust Laws," by Philip S. Ehrlich, San Francisco attorney, to 1400 chamber executives throughout the nation, winning many favorable responses. Mr. Ehrlich subsequently has been most active in behalf of the proposed legislation.

Electronics Pool Acclaimed In National Publications

National mention has been accorded the activities of the Chamber-sponsored Bay Area Electronics Pool, it was reported this week by this organization's Industrial Department. An outgrowth of efforts by the Electronics Section early this year, the pool is a group of 15 Bay Area manufacturers formed to promote defense contracts.

BUSINESS WEEK last month carried a story about the pool which reported, in part, "Its members bid individually on both prime and subcontracts, but base their bids on a prospectus detailing the joint resources—plant, equipment, personnel and special skills—of all 15 (electronic firms)."

MODERN INDUSTRY, also last month, ran a picture supplied by the Chamber of the pool's officers—all San Franciscans—saying, "Production pools of manufacturers willing to cooperate in getting and servicing war orders are sprouting again . . ."

WESTERN METALS and other trade and general magazines have thoroughly reported this result of San Francisco Chamber enterprise which is aimed at securing more defense business for small manufacturers.

— Second Century of Progress —

Philippine Directory Out

R. E. Arcellano of Philippine Commercial Products has been appointed foreign branch manager for the A-B COMMERCIAL DIRECTORY OF THE PHILIPPINES in charge of distributing the 1951 edition in this country.

Included in the new volume are a revised listing of active importers and exporters of the Philippines and other "general information."

Copies of the 1000-page directory are available at 240 Sacramento Street at \$15 each, postage prepaid. Arcellano said.

Guild Season Opens Here

The American stage, which this year celebrates its 200th anniversary, received added impetus this week from The Theatre Guild and the American Theatre Society announcement that subscription blanks for their 1951-52 season are available at the Guild's San Francisco office at the Curran Theatre, 445 Geary Street.

Included in the coming season's plays are two Drama Critics Circle prize winners.

Miss Ethel Waters will star in "The Member of the Wedding," by Carson McCullers, winner of the Critics' Circle award as the best play of 1950, Sidney Kingsley's "Darkness at Noon," winner of the 1951 award, will also be staged.

Corporal Gets Explanation Sweetened With Berry Jam

A Marine corporal in Korea who exercised a serviceman's prerogative of "beefing" about rations, got some fast action, for once—from a San Francisco firm.

Corporal Clyde L. Jones, Jr. of Arizona, wrote the Tea Garden Products Co. here that cans of his jam were only partly filled. Pretty bad policy, he thought.

Tea Garden's President, T. H. St. Hill, sent him a letter explaining the jam is canned when hot and as it cools off it jells—invariably leaving a space at the top.

He also sent the corporal a case of strawberry jam "in appreciation for the fine job the Marines are doing in Korea."

Corporal Jones told Pacific Stars and Stripes:

"Gee, and I was just letting off steam!"

★ Eminence ★

(Here is a much-appreciated "salute—from one neighbor to another" . . . an editorial which appeared in a recent issue of the RICHMOND INDEPENDENT. It is reprinted here with the thought that San Franciscans are always interested in hearing so favorably about their city from another. Ed.)

SAN FRANCISCO'S selection as the site for the signing of the peace treaty with Japan gives renewed evidence of the growing international stature of the city by the Golden Gate, and the entire state of California.

Its cosmopolitan population and atmosphere, its tolerance and friendly hospitality, its central location and other attributes led to its choice as the city where the United Nations conference on international organization was held in 1945 at which the United Nations was born.

Long known as the gateway to the Orient in the days when sail and steam ruled ocean transportation, the city has kept pace with the times by building a magnificent international airport which has earned the title of "crossroads of the world."

If the diplomats of the world keep beating a path to San Francisco, some day a "peace of San Francisco" may bring rest and reconstruction to the strife-torn globe.

Car Tracks Removed On Chamber Recommendation

Reflecting a Chamber of Commerce recommendation was the approval early this week of the removal of the street car tracks on Van Ness Avenue and other needed improvements of the thoroughfare by the San Francisco Board of Supervisors, according to Belford Brown, Chairman of the Chamber's Traffic and Highway Committee.

Leonard Mosias, a member of the Chamber's Committee, represented the organization at this week's meeting of the city's governing body. He pointed out that the cost of re-installing street car service on Van Ness Avenue would be prohibitive since the power lines and stanchions for the overhead wires were removed some time ago.

Removal of the tracks was urged at this time since a delay might necessitate funds beyond those already available because of the rising cost of such work and the safety factors involved.

— Second Century of Progress —

Colonel Tandy In Korea Receives National Mention

Colonel Fremont S. (Tom) Tandy, former San Francisco District Engineer, native San Franciscan and honorary member of the Chamber's Armed Forces Committee, is now commanding the 32nd Engineer Construction Group somewhere in Korea.

Recently Colonel Tandy and his unit received national publicity when TIME magazine recorded the story of how the people of Andong were without their Bridge of the Rising Buddha. It had been destroyed by Red bombs.

Andong's County Chieftain Lee John Hee asked West Pointer Tandy if he and his men would raise a new bridge. Tandy answered, "You supply the materials and the labor and I'll supply the engineers."

According to the national publication, the new bridge was built and Tandy and his unit were officially cited and honored for the reconstruction of the bridge and other war-damaged structures in the Andong area.

For many years the Colonel, while in San Francisco, worked with the Armed Forces Committee staffed by John P. Gilchrist in such projects as dredge hopper tours of the Bay and inspections of Army and Navy installations.

In a letter to Gilchrist, Tandy commented:

"There are good Californians all over Korea—doing hundreds of jobs which we hope will end soon. Bridges here are big and small, but none will ever look as good to us as seeing the Golden Gate again."

Hitting The HIGH SPOTS

with Walt Brown

San Francisco's Maritime Museum at the foot of Palk St., which opened during this year's World Trade Week (May 27) has had more than 80,000 visitors eyeing its unique exhibits, so far, according to a report last week . . . When KCBS increased its transmission power from 5,000 to 50,000 watts last Thur., Arthur Hull Hayes, CBS vice pres. in S.F. and the station's gen. mgr., became the first man in the U.S. to manage two major 50,000-watt radio stations of the country's eastern and western extremities . . . Lennert Jakell of Pacific Transport Lines, is now an executive asst. to the vice pres. of the Junior Chamber of Commerce International . . .

W. A. Patterson, pres. of United Air Lines, says his company will file with the Civil Aeronautics Board to inaugurate coach service between New York, Chicago and San Francisco on Sept. 30; planes would leave S.F. at 1 p.m., arrive in N.Y. at 1:20 a.m. and in N.Y. at 6:45 a.m. . . . Evening Law School at Golden Gate College will open Aug. 20, says Dean Paul S. Jordan . . . Tom Irwin of Atherton announces Aug. 25 as the date for a horse show to be given at the Menlo Circus Club, Atherton . . . The Public Relations Offices of the Western Dist., U.S. Steel Corp. subsidiaries, have moved from the Russ Bldg. to 25 Beale St., Suite 643 . . .

A new history of Fireman's Fund Insurance Co. and its affiliates has been published at the Firm's head office, 401 Calif. St., S.F. The story, "Fireman's Fund . . . A Character Sketch," was taken from a recent address by the Co.'s president and former Chamber Director, James F. Crafts . . . Al Christianson, mgr. of the new Foster's in the Russ Bldg., has done a nice job of bringing a combination of fast service, good food and reasonable prices to financial district workers.

— Second Century of Progress —

Chamber Joins Sponsorship Of Chinese Art Display

The Chinese Six Companies, the Chinese Chamber of Commerce and the San Francisco Chamber have joined to co-sponsor an exhibition of the works of a young Chinese artist, Miss Linda Chang, from August 24 to August 26 at the offices of the Chinese Six Companies, 843 Stockton Street.

Miss Chang has studied painting under several famous Chinese artists in China and has recently obtained her Master of Arts in modern painting at the University of California.

Chamber of Commerce members and the general public have been invited to attend the exhibition.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

AIR FORCE CONTRACTS AVAILABLE

The following information has been released by the San Francisco Regional Office of the Air Materiel Command:

"The Small Business Relations Office at this facility has complete listings of contracts to be awarded from Air Materiel Command, Wright-Patterson Air Force Base, Dayton, Ohio. In addition, contractual information is being supplied from all Western Air Force Bases. Complete information is available regarding the Controlled Materials Plan covering aluminum, steel, copper and all forms of defense order ratings which are necessary to perform under the present Defense Program."

In order to keep current with the increasing numbers of invitations to bid covering proposed contracts that are being received daily at this facility and covering the complete range of supply requirements of the Air Force, potential contractors are invited to call either Mrs. Kathryn Lee or Mr. J. H. Cressey at the Small Business Relations Office located within the Production Section, San Francisco Air Force Region, Building 116, Naval Air Station, Alameda, California, telephone: LAkehurst 3-8511.

FOURTH QUARTER 1951 ALLOTMENTS OF CONTROLLED MATERIALS

The following table shows allotments of steel, copper and aluminum to all fourth quarter programs authorized by the Defense Production Administration:

	Total Steel (Tons)	Total Copper and Copper Base Alloys (1000 Lbs.)	Total Aluminum (1000 Lbs.)
Estimated Supply	21,336,000	1,166,000	598,000
Total Allotments	24,058,520	1,325,941	681,175

CERTIFICATES OF NECESSITY

The following Northern California firms have been granted Certificates of Necessity by the Defense Production Administration from the period July 20 through July 27, 1951.

Company	Product or Service	Amount
Basalt Rock Co., Inc.	Steel pipe	\$1,983,981
Westall Richmond Terminals Co., Richmond	Storage (gasoline)	449,526
Fibreboard Products, Inc.	Paperboard	1,439,404
Antich Products, Inc.	Army rations, packaging	200,000
Stockton		
Santa Clara Packing Co., San Jose	Military food processing	171,011
Hunt Foods, Inc., Hayward	Military food processing	1,237,500

Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXtremes 2-4311. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Factory Expansion Shows Steady Gain

Continued industrial expansion was in evidence in the Bay Region during July, according to the latest survey by the Chamber's Industrial Department. With all indications pointing to a record year in factory development for the area, July's gain was consistent with the accelerated growth reported thus far in 1951.

San Francisco, with nine projects announced or begun during July, enjoyed capital expansion in the amount of \$1,354,000. In the 12-county Bay Area, nine new plants representing \$1,321,700 and 35 plant expansions representing \$6,851,031, brought a total expansion value of \$8,172,731.

Northern California plant expansion was reported at \$15,043,057, with ten new plants and 45 expansions of existing facilities.

Cumulative totals for the three areas through July are:

San Francisco		
16 New plants	\$ 323,000	140 Jobs
39 Expansions	2,919,592	295 Jobs
55 Projects	\$ 3,242,592	435 Jobs
Bay Region (12 Counties)		
58 New plants	\$13,782,700	
241 Expansions	59,363,835	
299 Projects	\$73,146,535	
Northern California (48 Counties)		
68 New plants	\$21,620,700	
273 Expansions	73,076,376	
341 Projects	\$94,697,076	

Significant among July developments are the following:

The Merchants Ice and Cold Storage Co. of San Francisco will soon begin a major modernization program, to be completed in June, 1952. A new one-story plant located on a two-block area will provide highly mechanized operations to handle the company's increased volume of frozen food business.

Ampex Electric Co. is moving into its new plant at Redwood City where full production is expected by September. All operations of the company, which manufactures magnetic recording tape, will be combined at the new location.

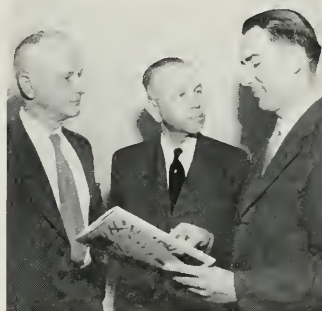
The Vibradamp Corporation, manufacturer of shock absorbing materials, has purchased the former California Finishing Co. plant in Santa Clara and will shortly be in production on a large naval ordnance contract.

Chamber To Host Inland Businessmen In Second 'Valley Days' Trade Event

The largest and most successful trade development venture ever attempted by the San Francisco Chamber of Commerce will be repeated this year when 150 business and farm leaders from Northern California travel here for "Valley Days in San Francisco," September 27-28.

Last year the Chamber and local business firms carried through a theme of "Sell San Francisco" to a like number of individuals from the San Joaquin Valley during a two-day visit to San Francisco.

S. F. Consul General



DR. GERHARD STAHLBERG (above, center), San Francisco's new German Consul General, is shown with his Commercial Advisor, Hans K. Meyer (left) and Robert H. Longner, Chamber World Trade Department Acting Manager.

German Trade Day Honors New Consulate General

San Franciscans were formally introduced, yesterday, to officials of their new German Consulate General at a luncheon which also paid tribute to expanding German-West Coast trade.

Dr. Gerhard Stahlberg, new German Consul General in San Francisco, was the principal guest of honor at the event which was co-sponsored by the Chamber's World Trade Association and the Foreign Chapter of the Credit Managers Association of Northern and Central California. Dr. Stahlberg spoke on Germany's recent industrial recovery and the outlook for increased trade between his country and the West Coast of the United States.

Held in the Fairmont Hotel, the affair was presided over by Victor B. Smith, President of the World Trade Association. Members of Dr. Stahlberg's staff were guests of honor.

Chamber President Alan J. Lowrey, in announcing this year's event, said, "Because of the success of last year's 'Valley Days,' and because it is of the utmost importance that we let our neighbors know what San Francisco has to offer, local business establishments and the San Francisco Chamber of Commerce have decided to repeat the trade-stimulation program this year, inviting outstanding business and farm leaders of the inland areas from Stanislaus County to the Oregon border."

Individuals invited to participate in the two-day San Francisco visit will include mayors, chamber of commerce officers, newspaper editors, radio station managers and leading business and farm figures.

During the first day of their stay here, according to Frank M. Dana, the event's program chairman, the Valley people will tour the United Air Lines Maintenance Base at San Francisco airport, and the San Francisco Naval Shipyard. They will lunch

(Continued on page 2, column 2)

Chamber Overseas Mailing Publicizes S. F. Port

A special "overseas mailing" has just been processed by the San Francisco Chamber as part of its continuing program of port promotion.

Approximately three times a year, the Chamber's World Trade Department gathers material relative to the port and San Francisco's facilities and services, and distributes it to interested United States and foreign government agencies on a worldwide basis.

The packets of material, approximately 700 in number, contain reprints from national publications drawing attention to the port, special newspaper sections printed locally, and copies of various Chamber and other publications promoting the port.

Clip This! . . . Managerial techniques which will enable California small business to make its maximum contribution to the defense economy will be emphasized at the Second Annual Aids to Small Business Show to be held at the 1951 California State Fair at Sacramento August 30 to September 9. Government experts will also be on hand to advise.

OFFICERS OF THE

SAN FRANCISCO CHAMBER OF COMMERCE
1951

Alan J. Lowrey, President
(Vice President, Union Oil Co. of California)
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Transportation, W. A. Rohde
World Trade, A. C. Eichholz

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Training In Great Books

A tuition-free training course for Great Books Foundation discussion leaders will begin in the Great Books Room of the Public Library on September 18.

Under the direction of Robert Hemenway, regional director of the Great Books Foundation, and Dr. James L. Hagerty of St. Mary's College, the course will consist of ten weekly sessions. According to Hemenway, the techniques of leading a Great Books discussion will be demonstrated through "practice sessions."

Business organizations and clubs interested in forming Great Books discussion groups were urged by Hemenway to send two representatives to the fall training course.

Advance registration is necessary at the Great Books office in the San Francisco Public Library, Civic Center; HEmlOCK 1-2121, extension 289.

Chamber Plans 1951 'Valley Days In San Francisco'

(Continued from Page 1)

at the Airport and will be guests at dinner and an evening of entertainment at the shipyard's Officers' Club.

Events scheduled for the second day of the program include visits to a San Francisco brewery and coffee roasting plant, and a tour of San Francisco Bay on yachts of the Chamber's "Great Golden Fleet."

The Chamber's Inter-City Committee will coordinate all activities for the special event.

Paul A. Bissinger, the Committee's Chairman, said this week, "The advisability of such an event is self evident, and every interested San Francisco firm will again be able to participate actively by being a sponsor for one or more of the visiting delegates."

Chamber Helps Korean Counterpart Regain Feet

The San Francisco Chamber is helping to put the war-devastated Chamber of Commerce of Korea "back into business," according to G. L. Fox, General Manager of the San Francisco organization.

All of the Korean Chamber's printed materials were destroyed when its offices were burned during fighting in Seoul. The Chamber followed the Korean government and a majority of its members to Pusan, the southernmost port of Korea, and opened an interim office.

The Korean Chamber of Commerce, through its President, Chun Yong Soon, wrote to its San Francisco counterpart, requesting aid in re-establishing printed documents concerning international trade, statistics and other materials indispensable to its activity.

The World Trade Department of the San Francisco Chamber responded with a seven-pound package dispatched by air freight to Korea which contained a variety of material including information concerning San Francisco, its industry, foreign trade and other aspects of its commercial life and activity.

"We will continue to carry on our program of assistance to the Korean Chamber," Fox said, "in order that the organization can effectively carry out its important role in re-establishing the commercial community and foreign commerce in Korea."

— Second Century of Progress —

1952 Trade Fair In Canada

An announcement reached the Chamber's World Trade Department this week that the Canadian government plans to hold its 1952 International Trade Fair from June 2 through June 13 in the permanent Exhibition Buildings, Toronto.

The Fair is sponsored by the Canadian government "for the purpose of increasing the volume of international trade."

Interested firms and individuals have been asked to write or visit the Canadian Consulate General, 400 Montgomery Street.

RETURN THIS COUPON TO BECOME A "VALLEY DAYS" SPONSOR!

I will sponsor _____ guest(s) at \$20 per guest for "Valley Days In San Francisco" — September 27-28.

Signed _____

Firm _____

Address _____

Clip and mail to: Carroll A. Snyder, Manager, Domestic Trade Department, San Francisco Chamber of Commerce, 333 Pine Street, San Francisco 1, California.

City's State Fair Exhibit To Center Around Apparel

San Francisco's apparel industry is the segment of local industry around which this year's City exhibit at the Sacramento State Fair has been built, according to an announcement issued this week by the Regional Service Committee for the City and County of San Francisco.

The City's major industries have been asked to take over the exhibit space in the Counties Building on a rotation basis so that each may "spell out" to the Fair's more than 600,000 annual visitors its particular contributions to the State's economy.

Apparel, as the first industry selected, has evolved a showing of San Francisco-made clothing displayed against backgrounds of traditional local scenes.

— Second Century of Progress —

Puerto Rico Manpower Offered U. S. Industry

Employers faced with manpower shortages now have the opportunity of hiring qualified personnel from Puerto Rico, according to the Chamber's World Trade Department.

In view of the national manpower problem, the Economic Development Administration—an agency of the Government of Puerto Rico—has worked out a plan in cooperation with manpower mobilization agencies to provide mainland employers with "carefully selected groups of workers, screened for aptitude, experience, physique, and health, when they're needed, and where they're needed."

The program provides that the governmental agency will enter into a contract with employers who have obtained a "clearance" from the local employment service which has led to an accepted order from the Puerto Rico Employment Service.

Employers may obtain further information by writing the Economic Development Administration office, 530 West Sixth Street, Los Angeles.



*"Where are those
who called me
brave and true?"*

*... the men who shook my hand and
wished me luck? Is my life not
worth one hour of SOMEONE'S time?"*

Right now some gallant serviceman is sweating it out in a hospital in Japan... waiting for the blood transfusion that will enable him to withstand the shock of further surgery. He went through months and months of rugged battle in Korea before he felt the shrapnel tearing through his flesh... before he lost his leg. This man doesn't feel any better about it than you would. And, while he waits for the pint of precious fluid that can save his life, we here at home are blinding ourselves with hopeful headlines. While he waits, the amount of blood donated daily in this country has fallen so low there isn't enough to go around for him or many other servicemen who need it. Yet giving blood's a painless affair and it takes only an hour of your time at the Blood Bank. Don't leave it to the other fellow... don't allow yourself to be lulled into the tragedy of complacency. It's *your* blood this man is waiting for... and he will probably need the other fellow's, too, before the surgery is over. Many gravely injured men need eight or

ten—or twenty pints of blood before they have a chance to live. Regardless of world conditions, our fighting men will continue to need blood during surgery and convalescence for the next year, at least. Until they receive enough blood we cannot even begin to stockpile for future military emergencies or for potential civil defense use in this area. *That is the blood you YOURSELF* may some day need. In the light of this extremely critical situation, the San Francisco Chamber of Commerce is cooperating with Red Cross by assuming leadership in a program through which firms in this city can participate in meeting the need. No matter how large or how small your company, a plan can be effectuated whereby a pre-determined number of employees donate their blood on a regular basis. With the cooperation of enough responsible-thinking organizations, it is possible for San Francisco to reliably fulfill its quota to the Armed Forces—then start stockpiling for defense! Fill out this coupon today—now. The need is critical... the need is urgent... and every donor counts!

TO: SAN FRANCISCO CHAMBER OF COMMERCE
333 PINE STREET, SAN FRANCISCO 4, CALIFORNIA

Our organization wishes to fulfill its patriotic responsibility by sending blood to the men of our Armed Forces. Please send a Red Cross representative to explain more fully the Armed Forces and Civilian Defense Blood Procurement Program and to explain how our group may participate in meeting the continuous and critical need.

FIRM NAME.....

ADDRESS.....

ROOM NO..... TELEPHONE.....

..... will act as our firm's
representative to Red Cross in establishing a Blood Program.



*See that your
firm participates
in this program*

Report Outlook Good In Salinas-Watsonville Area

San Francisco industry can look to the Salinas-Watsonville area for new customers, if a campaign now progressing in that section of the state is successful.

Thus reported spokesmen for 26 members of the Chamber's Inter-City Committee who last week visited Salinas and Watsonville in the fourth trade trip of the year.

They learned that the area is currently involved in an extensive industrial development program. Spokesmen in both Salinas and Watsonville, according to the committee, expressed the feeling that agriculture and commercial enterprises are drawing funds into the area but that a vast wealth of industrial potential is ready to be tapped.

Ivan Branson, program chairman of the event, said the one-day visit was productive of "excellent new contacts and business relationships" and reported his group is already mapping plans for its next trade trip—a visit to the San Joaquin Valley about the middle of October. A San Francisco Chamber delegation has been invited to make a visit in return for the one made by San Joaquin Valley delegates to this city during last year's "Valley Days in San Francisco."

— Second Century of Progress —

Chamber Hosts Exporters In Special OPS Meet

An immediate 90-day extension of Ceiling Price Regulation 61 plus recommendations for changes in the new export price order and requests for interpretation of its provisions by the Office of Price Stabilization were approved last Monday by Chamber exporters.

The extension request and recommendations were unanimously approved at a meeting of the Chamber's Executive Section, World Trade Committee, plus other interested exporters, and were forwarded by telegrams to O.P.S. and to key world trade organizations throughout the country.

Over 60 exporters attending the meeting heard E. A. Arnold and Frank Mayfield of O.P.S.'s local staff explain the new order, and in turn voiced their many questions and suggestions regarding its complex and confusing provisions.

— Second Century of Progress —

AFL Graduates Tradesmen

Half a thousand newly skilled tradesmen of San Francisco will formally enter the ranks of industry, September 20, when they graduate from apprenticeships at exercises to be held during the American Federation of Labor national convention here. AFL President William Green and Congressman John F. Shelley are scheduled to be principal speakers at the graduation which is sponsored by the San Francisco Labor-Management Apprenticeship Committee.

HITTING THE HIGH SPOTS with Walt Brown

Sam K. Harrison, head man at Bonini Sales Corp. here, is the subject of a feature article in Red Book Magazine scheduled for October release—"Mister Disabled American Veteran." Mr. Harrison was Private Harrison during WW2, and managed to attain his top-notch business position despite a shattered knee, more than 30 operations and the loss of one arm and part of the other hand . . . First annual observance of "World Affairs Week" in Na. Calif. is set for Sept. 17-22, according to Brayton Wilbur, pres. of the World Affairs Council of Na. Calif. . . . Eveleth E. Hayden, trade assn. executive and personnel and public relations administrator, is now affiliated with

Albert L. Walter & Associates, S.F. . . . Civil Aeronautics Administration yesterday warned all aliens who hold CAA Airmen certificates that renewal is necessary before Sept. 26, 1951—expiration date of present certificates . . . S.F.'s Daniel V. Flanagan, West Coast Director of the AFL and newly-appointed Asst. Deputy Administrator of the Defense Production Administration, is currently busy advising and assisting on all phases of DPA's task of directing the defense production program . . . Opening at the M. H. DeYoung Memorial Museum during the wk. of the Japanese Peace Treaty Conference, Sept. 4-8, will be one of the most impressive exhibitions of Japanese art treasures ever assembled outside Japan.

BUSINESS IN DEFENSE: NPA Announces Assistance For Mining Capital, Supplies

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

Mining Industry MRO Order M-78. Maintenance, repair and operating (MRO) supplies and minor capital additions for the mining industry may now be obtained with special priority assistance, according to a recent order published by the NPA.

MRO Supplies for Export Order M-79. This order establishes quarterly quotas for the export of maintenance, repair and operating supplies to countries classified as non-Communist. The Office of International Trade was authorized to administer the order.

Note: Copies of the complete text of the

above orders are available at the Chamber's Industrial Department.

CERTIFICATES OF NECESSITY

The following Certificates of necessity for accelerated tax amortization were approved by the Defense Production Administration for the Northern California area during the week of July 27 to August 3:

Kingsburg Cotton Oil Co. Fats, Oils,	
Kingsburg, Calif.	Linters \$128,349
California Metals Co.	Scrap Metals \$ 35,624
San Francisco, Calif.	Power
Eitel-McCullough, Inc.	Tubes \$114,329
San Bruno, Calif.	

Total Certificates of Necessity approved in the country through July 16 were reported as follows in a recent DPA release:

No.	Property Invested	Tax Amortization Allowed	T. A. Allowed as % of Prop. Inv.
Basic Materials—Production and			
Fabrication	1,126	\$5,407,507,000	\$3,744,525,000 69.2
Finished Products	895	945,515,000	674,301,000 71.3
Transportation and Storage	410	1,267,069,000	921,340,000 72.7
Public Utilities	57	595,218,000	275,844,000 46.3
Miscellaneous Products and Services	181	177,907,000	115,765,000 65.1
Grand Total	2,669	\$8,393,216,000	\$5,731,775,000 68.3

CONTRACT AWARDS

Prime contracts awarded in the San Francisco Bay Region during the week ending July 11, 1951, are classified below according to commodity, number of contracts and dollar volume.

Commodity	No. of Contracts	Amount
Food and Kindred Products	15	\$ 524,000
Apparel; Related Products	2	34,000
Lumber and Products	2	29,000
Paper; Allied Products	4	158,000
Stone, Clay, Glass Products	1	12,000
Metals and Manufactures, Except Machinery	11	852,000
Machinery, Except Elec.	17	935,000
Elec. Machinery, Apparatus	5	807,000
Vehicles, Accessories and Service Equipment	14	778,000
Chemicals; Related Prods.	11	301,000
Total	82	\$4,430,000

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

'Valley Days' Delegates To Hail From Twenty-Two Counties Of No. California

One hundred and three communities in 22 Northern California counties will be represented here during "Valley Days in San Francisco," September 27-28.

According to Program Chairman Frank M. Dana, more than 150 business and civic leaders of the inland area from San Joaquin County to the Oregon border have been invited to the domestic trade-relation event, and the program is now in its final planning stages.

Entertainment for the visiting delegates, Mr. Dana said, will include tours of the United Air Lines maintenance base at San Francisco Airport, the San Francisco Naval Shipyard, a coffee roasting plant, a brewery, and other industrial facilities. A highlight will be a Bay cruise aboard the Chamber's "Great Golden Fleet."

Local business firms are sponsoring the gathering, which will be held under the auspices of the Chamber and its Inter-City Committee.

Paul A. Bissinger, Inter-City Committee Chairman, this week announced the counties to be represented and urged business firms to make immediate arrangements to sponsor one or more of the "Valley Days" delegates by contacting Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department.

Counties to be represented in the two-day event are: San Joaquin, Sacramento, Yolo, Colusa, Glenn, Tehama, Shasta, Siskiyou, Butte, Sutter, Yuba, Calaveras, Amador, El Dorado, Placer, Nevada, Plumas, Lassen, Modoc, Solano, Alpine and Tuolumne.



FRANK M. DANA

Vice President, Bank of America—
"Valley Days" Program Chairman

Chamber, Senator Collier Confer On Freeway Problem

In a further step toward early completion of freeways in this area, the San Francisco Chamber through its Tri-County Bayshore Freeway Committee membership met last week with State Senator Randolph Collier to become further advised as to his plans for the financing of needed highway improvements.

According to Committee Chairman Martin J. Dinkelspiel, Senator Collier stated that a deficiency of approximately 3½ billion dollars exists in the present state highway construction program.

The legislator urged the adoption of a plan that would add one billion dollars to present construction funds through an increase of one cent in the present gas tax. The bond issue would be spent at the rate of 100 million dollars a year over a period of ten years, Collier said, with a cost of "only 50 cents a month for the average motorist."

Clip this! . . . EXPORT CONTROLS will be discussed at a special meeting to be held today at 2 p.m. in the second floor Conference Room of the Chamber, 333 Pine Street. Speaker will be John C. Borton, Assistant Director for Export Supply, Office of International Trade, Washington, D.C. World traders and others interested in this vital subject are invited to hear Mr. Borton, who is one of a few export control experts with extensive wartime experience in this field.

Business Conditions During July Better Than Year Ago

Monthly Report by the Research Department

July general business conditions paralleled the seasonal trend of the two preceding years, turning down from the level of the previous month but remaining above last July. The Chamber of Commerce July Index at 271.8 exceeded last July by 10.8% and carried the 7 month average to 283.5 or 16.4% above last year. Most of the major activities in July were well above a year ago with the exception of retail department store sales which fell nearly 13% below the level of last July—resulting from the buying spree following the outburst of war in Korea.

The trend in other major items in July compared to a year ago reveals value of construction up 4.9%; bank debits up 22%; employment placements up 11%; San Francisco Port revenue tons up 8.8%; electrical energy sales up 9.1%; freight car movements up 0.4%; Bay Bridge traffic up 2.6%; Golden Gate Bridge traffic up 8.3%; and Tourists and Settlers inquiries received at the Chamber of Commerce up 27.5%. Liabilities of commercial failures showed a

downward improvement of 75%. Reports for June compared to January 1951, reveal average hourly earnings in all manufacturing was up 2.8%; in wholesale trade up 1.1%; in retail trade up 2.1%; in the service field, hotels and lodging places, no change; and in laundry, cleaning and dyeing, up 4.8%. The Consumers Price Index rise between December 15, 1950, and June 15, 1951, was up 3.8%.

A cross-section survey for the first 7 months reveals: general business up 16.4%; retail trade up 5.3%; bank debits up 22.6%; employment placements up 70.5%; freight car movements up 16.3%; San Francisco Port revenue tons up 16.5%; electrical energy sales up 15.2%; and tourist and settler inquiries up 20.9%. Liabilities of commercial failures showed a downward improvement of 47%.

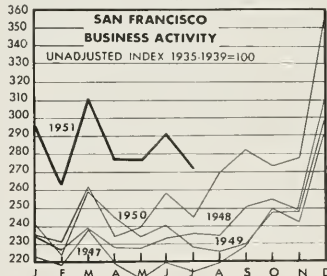
CONSTRUCTION AND REAL ESTATE

July building permits of 585 were valued at \$3,284,562. New residential permits accounted for 62, valued at \$870,450 and provided for 113 dwelling units. There were 11 non-residential permits valued at \$1,442,300

and 511 additions, alterations and repairs valued at \$971,812. Although the residential represented a drop of 50% below a year ago, the non-residential was three times greater than last year.

Real estate deeds recorded in July numbering 1,513, were 12.6% below last year; there were 1,243 mortgages and deeds of

(Continued on Page 4, Column 1)



Survey of Business Conditions in San Francisco

July, 1951

BRANCH OF ACTIVITY	JULY, 1951	JULY, 1950	PER CENT CHANGE	7 MONTHS 1951	7 MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S. F. C. of C. Index 1935-39 Avg. = 100	271.8	245.2	10.8	283.5	243.6	16.4
CONSTRUCTION PERMITS (2)						
Total.....(number)	585	767	-23.7	4,942	5,743	-13.8
Residential, New.....(value)	3,284,562	3,131,707	4.9	34,865,059	34,888,011	-0.3
Single-family Units, New.....(number)	63	201	-68.7	1,367	1,367	-36.8
Two-family Units, New.....(value)	870,450	1,795,301	-51.5	10,879,199	21,417,378	-49.3
Dwelling Units.....(number)	113	218	-48.2	1,256	2,121	-40.8
Multi-family Units, New.....(number)	44	194	-77.3	892	1,434	-37.8
Non-Residential, New.....(number)	54	18	150.0	93	176	-46.0
Non-Residential, New.....(value)	11	10	269	511	511	-4.1
Additions, Alterations and Repairs.....(value)	1,442,300	358,200	300.7	14,313,834	6,021,815	137.9
Housekeeping Dwellings.....(number)	511	556	-8.1	2,825	1,046	-30.2
Residential-Non-housekeeping.....(value)	971,812	978,266	-0.7	9,672,118	7,412,818	30.4
Non-residential.....(amount)	390,389	417,209	-6.4	2,567,660	2,436,994	5.3
Housekeeping Dwellings.....(amount)	21,500	21,400	0.5	143,787	398,340	-63.9
Non-residential.....(amount)	558,923	539,507	3.6	6,686,369	3,871,667	73.0
REAL ESTATE (3)						
Deeds Recorded.....(number)	1,513	1,732	-12.6	12,038	12,914	-6.8
Mortgages and Deeds of Trust.....(number)	1,243	1,461	-14.9	9,941	10,637	-6.6
Mortgages and Deeds of Trust.....(amount)	16,479,250	15,953,880	3.3	102,731,581	88,232,034	16.4
RETAIL DEPT. STORE SALES (4) San Francisco.....(index)	244	282	-13.5	257	244	5.3
FINANCE						
Bank Debits (4).....(\$000)	2,860,908	2,346,656	22.0	20,505,309	16,728,076	-22.6
Bank Clearings (4).....(\$000)	2,180,048	1,797,661	20.2	15,735,253	11,956,512	-31.6
Postal Receipts (4).....(\$)	1,946,244	2,600,513	-25.4	15,364,169	13,589,086	14.5
S. F. Stock Exchange (7).....(shares traded)	956,311	1,026,052	-6.8	8,767,447	8,767,447	-27.4
.....(market value \$)	16,385,476	30,783,963	-21.2	141,729,931	147,929,431	-4.2
COMMERCIAL FAILURES (8)						
Liabilities.....(number)	9	6	50.0	70	81	-13.7
Assets.....(\$)	191,402	767,028	-75.2	1,688,282	3,160,398	-46.6
Assets.....(\$)	36,577	770,300	-92.7	600,791	2,546,632	-76.4
MFG. INDUSTRIES—WAGE & SALARY WORKERS—						
BAY AREA (4 Counties) (9)						
Employment.....(number)	174,400(a)	159,400(a)	9.4	173,370(b)	156,530(b)	10.8
Payrolls.....(avg. weekly earnings \$)	73,574	66,464	10.4	71,633(b)	64,614	10.8
NON-MFG. INDUSTRIES (4 Counties)						
Laundering, Cleaning, Dyeing.....(avg. wky. earnings \$)	51.28(a)	48.47(a)	5.8	46.68(b)	46.01(b)	5.7
Wholesale Trade.....(avg. wky. earnings \$)	72.31(a)	66.76(a)	8.7	71.99(b)	66.84(b)	7.7
Retail Trade.....(avg. wky. earnings \$)	47.35(a)	40.86(a)	6.7	43.21(b)	42.38(b)	1.9
Hotels.....(avg. wky. earnings \$)	33.51	3.04	11.2	23.42	13.76	70.5
Placements in S. F. (10).....(total)	3,351	3,014	11.2	23,422	13,736	70.5
Commercial.....(number)	965	1,064	15.0	6,507	4,610	41.1
All Other.....(number)	2,446	1,950	23.4	16,815	9,126	84.3
TRANSPORTATION						
Freight Car Movements (11).....(number)	15,339	15,280	0.4	116,858	100,492	16.3
S. F. Airport Traffic (12)						
Planes In and Out.....(number)	7,896(a)	6,867(a)	18.4	47,341(b)	38,698(b)	22.3
Passengers Off.....(number)	59,875(a)	58,606(a)	2.2	330,125(b)	261,840(b)	26.1
Passengers On.....(number)	59,712(a)	59,571(a)	0.2	334,869(b)	260,794(b)	28.4
Air Mail Loaded and Unloaded (12).....(lbs.)	2,117,619(a)	1,237,677(a)	71.5	13,401,374(b)	7,261,712(b)	84.2
Air Freight Loaded and Unloaded (12).....(lbs.)	584,746(a)	598,515(a)	-2.3	3,810,249(b)	3,246,765(b)	17.1
Express Shipments (13) Rail.....(number)	112,161	2,371,450(a)	-99.1	16,417,595(b)	13,333,222(b)	23.4
Express Shipments (13) Air.....(number)	12,152	14,730	-23.1	99,166	105,233	-5.8
PORT OF SAN FRANCISCO (14)						
Total.....(revenue tons)	501,067	460,734	8.8	3,967,342	3,405,751	16.5
Coastwise.....(revenue tons)	8,334	12,508	-33.8	74,490	73,674	-1.6
Intercoastal.....(revenue tons)	50,040	42,963	16.5	376,380	393,485	-4.4
Foreign.....(revenue tons)	240,976	208,468	15.6	1,962,885	1,455,056	36.8
CARGO VESSELS (S. F. Bay) (15)						
Arrivals.....(number)	362	327	10.7	2,540	2,175	16.8
Departures.....(number)	355	336	5.6	2,586	2,189	18.1
UTILITIES						
Electric Energy Sales (k.w. hrs.) (16).....(index)	215	197	9.1	250	217	15.2
Industrial & Commercial Gas Sales (16).....(cu. ft.)	1,102,327,700	1,013,038,900	9.0	9,242,729,600	8,418,923,100	9.8
Water Consumption—Residential (17).....(cu. ft.)	121,591,000	121,647,000	0.0	731,988,000	743,957,000	-1.6
Commercial & Industrial.....(cu. ft.)	155,715,000	137,762,000	-1.3	1,076,493,000	1,060,801,000	1.5
NEW DEVELOPMENTS						
Tourist & Settler Inquiries (1).....(number)	1,168	916	27.5	6,588	5,448	20.9
Bay Bridge Vehicle Crossings (18).....(number)	2,607,988	2,541,663	2.6	17,230,794	16,398,791	5.1
Golden Gate Bridge Crossings (19).....(number)	1,686,893	1,003,747	8.3	10,642,873	5,407,964	11.7
DAIRY RECEIPTS (20)						
Butter.....(pounds)	3,172,176	2,692,961	17.8	18,760,007	16,196,917	15.8
Cheese.....(pounds)	1,714,593	1,514,247	13.2	11,066,058	10,666,354	3.7
Eggs.....(cases)	79,016	81,200	-2.6	680,946	585,775	17.8
Poultry, Dressed.....(pounds)	1,165,957	1,141,825	2.1	8,956,742	8,252,819	8.5
FRUITS AND VEGETABLES (20)						
.....(carlots)	2,210	2,013	9.8	13,170	12,624	4.3
LIVESTOCK SLAUGHTER (20)						
Cattle.....(total number)	155,165	146,346	6.0	866,754	1,032,548	-16.1
.....(number)	37,188	32,664	13.8	212,723	215,842	-1.4
Cows.....(number)	9,436	10,438	-9.6	46,474	72,676	-35.7
Sheep and Lambs.....(number)	74,151	72,337	2.5	434,569	451,649	-3.8
Hogs.....(number)	34,261	30,906	10.9	273,331	294,380	-6.2
S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food.....(index)	237.4(a)	211.1(a)	12.5	241.0(c)	210.8(c)	14.5
Apparel.....(index)	201.3(a)	181.3(a)	11.0	199.6(c)	181.3(c)	10.1
Rent.....(index)	133.3(a)	123.5(a)	7.9	132.1(c)	122.2(c)	8.1
Food, Electricity and Ice.....(index)	92.1(a)	88.5(a)	6.5	92.0(c)	83.5(c)	7.7
Furniture Furnishings.....(index)	182.0(a)	157.6(a)	15.5	179.6(c)	158.4(c)	13.4
Miscellaneous.....(index)	174.3(a)	165.1(a)	5.6	173.6(c)	166.0(c)	4.6
All Items.....(index)	188.4(a)	172.4(a)	9.2	188.6(c)	172.6(c)	9.3

*New series; (a) June latest available; (b) 6 months cumulative; (c) March-June quarterly average.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) State Department of Employment; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Harbor Commissioners; (11) Marine Exchange, Inc.; (12) Pacific Gas & Electric Co.; (13) Water Department, City and County of San Francisco; (14) San Francisco-Oakland Bay Bridge; (15) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Department of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

"The Case Of The Package . . .

Military and Civilian Packaging Problems and Solutions"

An Address by

CLINTON K. ROYCE

Chairman

Technical Committee on Packaging
Federal Specification Board



CLINTON K. ROYCE

WEDNESDAY, SEPTEMBER 12
San Francisco Commercial Club

Jointly sponsored by . . . THE WESTERN PACKAGING ASSOCIATION, THE SAN FRANCISCO CHAMBER OF COMMERCE and the SAN FRANCISCO COMMERCIAL CLUB

Here is a chance to secure top-level information on the vital subject of packaging for overseas shipments to the armed forces, as well as expert advice on day-by-day problems in the packaging field. Mr. Royce's talk will offer manufacturers, procurement officers, world traders, sales executives and other businessmen of this area the latest official views on packaging—"straight from the top" where long-range planning is done.

In addition to his position with the Federal Specifications Board, Mr. Royce is head of the Packaging Section,

Office of Naval Material, and Executive Vice Chairman to the Navy Packaging Board in Washington, D.C.

His duties include determining Navy packaging policies and coordinating them with other military groups. He also represents the Navy as liaison executive with other military services, with civilian agencies in the Government, and with American industry.

Mr. Royce's talk will be followed by a discussion period. Don't miss this valuable meeting!

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, Calif.

Please reserve _____ place(s) for me at \$2.50 each
at the "Packaging Luncheon" to be addressed by Clinton K. Royce,
Wednesday, September 12, at the Commercial Club.

CHECK _____ Name _____
ENCLOSED _____ Firm _____
\$ _____ Address _____

Please
Make Your
Reservations
EARLY!

★

Price—\$2.50 a plate
(tax included)

Chamber Aids At Opening Of New S.F. Fire House

With Samuel G. Clark, general auditor of the Wells Fargo Bank and Union Trust Co., representing the San Francisco Chamber, the city's newest fire station was dedicated last Thursday night. Designated as the Sunset Fire Station and located at 1935 32nd Avenue, the new facility was termed by D. P. Street, Manager of the Chamber's Civic Development Department, as "one of the most modern in the United States . . . another step forward in the City's and Chamber's program to achieve the finest fire protection available and resultant reduction in insurance rates."

36 Chemists From Asia Visit Here On Way East

After a five-day San Francisco stay, 36 chemists from eight Asian countries are again enroute to New York for the World Chemical Conclave to be sponsored next month by the American Chemical Society.

The group was formally welcomed to San Francisco by a dinner Sunday night at which George H. Greene, Jr., president of the Committee for a Free Asia, Inc., outlined the objectives of the now-forming Radio Free Asia.

Form Price Control Group To Aid Local Exporters

L. G. Coveney, vice president of Otis, McAllister & Co., has been named Chairman of the Chamber's newly created Export Price Control Committee—a group designed to work closely with the local Office of Price Stabilization in the interest of San Francisco exporters in matters of export price controls.

The Committee is currently looking forward to the possibility of a visit here by Edwin A. Elbert, assistant director of the Export-Import Division of the national OPS, for the purpose of advising local traders on present price control problems.

San Francisco Business Activity During July Higher Than Last Year

(Continued from Page 1)

trist amounting to \$16,479,250. Although the number was off nearly 15%, the amount was up 3.3%.

TRADE

Retail department store sales in San Francisco, reported by the Federal Reserve Bank of San Francisco, were 13.5% below last July but the 7-months average was up 5.3%. San Francisco independent retail store sales in June (latest report available from the Bureau of the Census) were off 4% with the food group off 1%; furniture and household group off 6%; while eating and drinking places increased 4%; department store sales increased 4%; apparel store group increased 12%; automotive increased 22%; and lumber-building-hard-ware group increased 6%.

FINANCE

July financial transactions in San Francisco of \$2,860,908,000 were 8.4% below June but 22% above last July, leading all large cities in the 12th Federal Reserve District; more percentage increase than San Francisco over a year ago. Twelfth District gains were up 13%. There were 9 commercial failures reported in San Francisco in July, with assets of \$56,577 and liabilities of \$191,407 compared to 6 last July with assets of \$770,300 and liabilities of \$767,028. During the first 7 months there were 70 failures compared to 81 in the corresponding period last year.

MANUFACTURING

Latest reports from manufacturing industries in the San Francisco Metropolitan Area (6 Counties) revealed 174,400 wage and salary workers employed in June 9.4% greater than last June. The 6-month average of 173,370 was up 10.8%. Average weekly earnings of wage and salary workers in the manufacturing industries amounted to \$73.37 in June—10.4% above June last year. Average weekly earnings in the wholesale trade were up 8.3%; retail trade up 6.6%; hotels up 6.7%; and in laundry, cleaning and dyeing, up 5.8%, compared to June last year.

There were 41 new industries and expansions in the Bay Region (12 Counties)

during July reported by the Industrial Department of the San Francisco Chamber of Commerce, with outlays amounting to \$8,172,731, bringing the 7 months cumulative to 299 projects with total outlays of \$73,146,535.

EMPLOYMENT

Total employment in July in the San Francisco Metropolitan Area (6 Counties) was estimated at 994,600 compared to 990,400 in June, according to the Director, State Department of Employment. July unemployment dropped to 32,300 from 35,600 in June. July placements in San Francisco reported by the C.S.E.S. offices of 3,351, were 11% above last year and were distributed as follows: 905 commercial office; 886 industrial office; 1,174 sales, service and junior offices; and 386 in casual labor office.

TRANSPORTATION

Freight car movements in San Francisco amounting to 15,339 were practically the same as July last year with the 7-month cumulative of 116,858 up 16.3%. The Board of State Harbor Commissioners reported during July the Port of San Francisco handled 501,067 revenue tons, an increase of 8.8% over last year. Foreign tonnage amounting to 240,976 was up 15.6%; inter-coastal of 50,040 tons increased 16.5%; but the coastwise movements amounting to 8,534 tons declined 31.8%. There were 362 cargo vessels arriving in the San Francisco Bay during July compared to 327 last July. Latest figures on airborne traffic at San Francisco Airport are for June and reveal 7,876 planes in and out and 119,587 passengers off and on. Air mail loaded and unloaded amounted to 2,117,614 pounds and air freight to 2,395,468 pounds.

AGRICULTURE

Receipts of dairy products in San Francisco during July were generally above last July with butter receipts up 17.8%; cheese 13.2%; poultry 2.1%; while eggs were off 2.3%. Fresh fruit and vegetable receipts of 2,210 carlots or equivalents in San Francisco were 9.8% higher than last July. Federal-inspected livestock slaughter in Bay Region plants in July amounted to 155,165 head compared to 146,364 a year ago. There were gains in cattle, sheep, and hogs but a loss in calves.

INTERSTATE AND INTERCITY TRAFFIC

Border checking stations in Northern California reported 255,687 passengers carried in out-of-State cars entered the State during July and 50,792 carried in stages. Bay Bridge vehicle crossings amounted to 2,607,988 in July, bringing the 7-month cumulative to 17,230,794—a gain of 75.1%. Golden Gate Bridge vehicle crossings in July amounted to 1,086,893 bringing the cumulative to 6,042,873—11.7% above last year.

LIVING COSTS

Latest reports from the U.S. Department of Labor showed the Consumer Price Index for June in San Francisco at 188.4 compared to 172.4 last year—a gain of 9.2%. The Wholesale Commodity Price Index at the national level on June 30 was reported at 180.8 and, each week following, reflected a downward trend through August 4 when it reached 177.6; on the following week (August 11), it rose to 177.8. Analysis of the farm products price index reveals it was 197.5 on June 30, setting each week to 189.0 on July 28, then on August 4, rising to 189.6 and on August 11 rising to 192.0.

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WALTER J. BROWN, Editor

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Bay Region Business

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Acceptances For 'Valley Days' Event Pour In From No. California Counties

Scores of business and civic leaders of California's inland area from San Joaquin County to the Oregon border have already accepted their invitations to "Valley Days in San Francisco," September 27-28, according to the event's Program Chairman, Frank M. Dana.

Mailed last week, acceptances are flowing into the Chamber's Domestic Trade Department and are being processed as fast as they arrive.

High interest has been expressed in the program for the two-day visit to be sponsored by local business firms and held under the auspices of the San Francisco Chamber and its Inter-City Committee.

By the time the visitors board yachts of the Chamber's "Great Golden Fleet" for a tour of San Francisco Bay—the climax to their visit here—they will have toured and lunched at United Air Line's Maintenance Base at the San Francisco Airport, reviewed the facilities of the San Francisco Naval Shipyard, had an evening of entertainment preceded by a special dinner at the Yard's Officers' Club and inspected the plant of Western Crown Cork and Seal Company.

San Francisco firms have been asked by Paul A. Bissinger, Inter-City Committee Chairman, to contact Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department at EXbrook 2-4511 if they wish to join in the sponsorship of the visiting delegations.

Among those so far who have promised attendance are: Harry Weber, Mayor, City of Colusa; E. J. Mettler, president, Farmers & Merchants Bank, Lodi; Paul C. Bodenhamer, editor, Record-Searchlight, Redding; Ira E. Brink, general manager, Yards & Stores, Diamond Match Co., Chico; Carl Walker, general manager, Feather River Pine Mills, Feather Falls; Clifford Bull, president, San Joaquin County Chamber,

(Continued on Page 4, Column 3)

— Second Century of Progress —

Mayor Lauds Chamber Work At 2nd Century Club Meet

The San Francisco Chamber of Commerce as a sales organization for the city has been positive, aggressive and helpful in its actions, Mayor Elmer E. Robinson told members of the Chamber's Second Century Club at its regular meeting held at the Commercial Club last week.

The Mayor also credited the Chamber for its aid to San Francisco in its "search for industrial sites and other pressing city problems," as he took time out from his biggest job yet—preparations for the Japanese Peace Treaty signing here—to bring the group of young executives up to date on the activities of the Mayor's office.

The meeting was presided over by Club President Frederic B. Rice.

Chamber's Scrap Drive Making Good Progress

O. L. Pringle, Chairman of the Chamber's Scrap Mobilization Committee, made a highly encouraging report to the Board of Directors last week regarding progress of an energetic drive begun this spring to discover and flush out dormant steel scrap for defense and essential civilian programs.

Mr. Pringle, who is vice president of Columbia Steel Company, reported that major steel producing, distributing and warehouse companies of San Francisco had cooperated to the fullest in the drive which is part of a nationwide program considered vital to the country's welfare.

He said that as a result of one meeting held at the Chamber May 22 with 12 top-ranking local steel producers, distributors and warehousemen, individual requests have been made to literally hundreds of smaller firms to collect their dormant scrap—and that the effort has had worthwhile results.

Many of the steel companies themselves, Mr. Pringle said, have discovered and recaptured dormant scrap in their own plants. He cited his own organization as an example, having discovered 150 carloads of dormant scrap steel in its Pittsburg and Torrence plants.

Samples of the responses received were cited by Mr. Pringle as follows:

"We will endeavor to shake out all of the

Chamber Offers Services During Peace Conference

The San Francisco Chamber of Commerce was cooperating fully this week in the city's welcome to delegates and news people here for the Japanese Peace Treaty Conference. The 400 delegates and some 1,200 news people found the doors of the Chamber open to them as many sought services ranging from background on the city to news about what can be seen and done during their visit here.

Chamber President Alan J. Lowrey and Director William G. Merchant are serving on Mayor Elmer E. Robinson's Japanese Peace Conference Citizens' Committee.

In addition to other functions, Chamber Departments have kept an up-to-date listing of delegations and their hotels in San Francisco, and have serviced numerous inquiries with the information.

The San Francisco Press and Union

(Continued on page 2, column 1)



WHILE CHAMBER PRESIDENT Alan J. Lowrey (left) looks on, Mayor Elmer E. Robinson (center) congratulates Frederic B. Rice, President of the Chamber's Second Century Club, on its civic work.

OPS Official From Washington Will Visit San Francisco To Advise World Traders On Export Price Regulation

A special meeting to explain the workings of the recent regulation covering export prices—CPR 61—will be held in San Francisco September 12, it was announced this week by the Chamber's World Trade Department.

George McKenzie Roberts, chief of the Office of Price Stabilization export section, will discuss provisions of the regulation with local traders at 2:30 p.m. next Wednesday in the local OPS office, Room 428, Flood Building, 870 Market Street.

Roberts will come to San Francisco for the

meeting in response to a request from the Chamber's newly-created Export Price Control Committee under chairmanship of L. G. Coveney. A similar meeting held recently in New York reportedly did much to clear up misunderstandings of the controversial export pricing order.

Mr. Coveney will preside at the meeting to which, he said, all exporters are welcome.

Serves Peace Conference

(Continued from Page 1)

League Club has made elaborate arrangements for hosting all visiting news people. In this regard, the Manager of the Chamber's Publicity Department, Walter J. Brown, and his assistant, Ray Fournival, functioned as editor and assistant editor, respectively, of the Club's special eight-page tabloid, THE BLACK CAT, which supplied news representatives with full information on facilities for Conference coverage and Club arrangements.

Press releases for the Press and Union League Club have been processed through the Chamber's Publicity and General Departments.

In the editorial column of THE BLACK CAT, former newspaperman and Press Club Member G. L. Fox, Chamber General Manager, welcomed the press and encouraged them to make full use of the Chamber facilities at their disposal.

Walter Rohde In Salt Lake On ICC Class Rates Case

Walter A. Rohde, Manager of the Chamber's Transportation Department, is in Salt Lake City today attending a pre-hearing conference of the Interstate Commerce Commission on the matters of Mountain-Pacific Class Rates and Transcontinental Class Rates. While there, he is scheduled to file petitions asking for the discontinuance and dismissal of the proceedings.

Both rate matters, Interstate Commerce Commission Dockets 30416 and 30660, were instituted on motion of the ICC and not on complaint or representation of either shippers or carriers that the present class rates are unreasonable or discriminatory.

Acting as an official representative of the Chamber, Rohde in the matter of the Mountain-Pacific Class Rates will bring to light the fact the Chamber has reviewed the petition and brief of the California Manufacturers Association and subscribes to and endorses the arguments advanced.

He further will state that the present rates give proper recognition to the lower costs incident to the handling of volume less than carload shipments.

These rates are graded downward for shipments of 2,000 pounds for limited distances, and for 4,000, 10,000 and 20,000

(Continued on Page 4 Column 2)

Scout 'Emmissaries' Return

James M. Cooper of the Chamber's Transportation Department represented the organization at a welcome extended last Saturday night to Jacob L. Mathis, III and William W. Pope, two San Francisco Boy Scout delegates to the International Boy Scout Jamboree held last month in Bad Ischel, Austria. The Scouts, who carried greetings from the San Francisco Chamber to the Mayor of Bad Ischel, returned with a message to President Alan J. Lowrey which will be formally presented next week.

Minimum Wage Issue Important To San Francisco Manufacturers

While California manufacturers this week were mobilizing forces to protect the minimum wage status quo and thus safeguard not only their competitive position with the rest of the nation but also the jobs of thousands of women and minor children, San Francisco industrialists were urged to join the statewide movement if they desire to continue meeting competition in many fields from other parts of the country.

William H. Smith, Director of Research and Analysis of the San Francisco Employers Council and Northern California Representative of the California Industrial Welfare Committee which is opposing a contemplated increase in minimum wages, advised manufacturers this week that the issue is one of the most important ever to face them.

He urged full study of the import of a contemplated state raise in the federally-established minimum wage of 75 cents an hour by the California Industrial Welfare Commission, and recommended that industry file statements expressing their points of view in regard to the proposals.

A higher minimum wage, per se, is not opposed, Smith emphasized, declaring that at the present time practically all California industries already pay wages in excess of the minimum and higher than the national average.

The danger, he said, lies in the "inevitably-resulting increases in the higher wage levels, when the minimum is lifted."

"Studies made by independent agencies of increases in minimum wages occurring in other parts of the country," Smith pointed out, "show conclusively that an 'escalator effect' is inevitable, bringing

about a rise in the general wage level."

This general rise in manufacturing costs, he said, would endanger California's competitive position.

Fred Pruter, president of Apparel City and Chairman of the Industrial Welfare Committee, cited the example of two women working side by side, one earning the minimum of 75 cents an hour and the other, more skilled, earning a higher scale of 85 cents an hour. As soon as the minimum is raised to 85 cents it is "only right and proper" that the more highly skilled worker making 85 cents before should receive an appropriate increase. Thus, "all the way up the line," the minimum wage

raise causes similar increases which would make management's costs untenable.

"The added labor cost," Pruter said, "would place industry in California at such a competitive disadvantage that whole segments of manufacturing could be driven from the state with a consequent reduction in job opportunities."

Both Smith and Pruter joined in the admonition that many manufacturers are likely to overlook the implications of the possible minimum increase if they fail to take stock of the "all-important principle" of the "escalator increases" resulting from the minimum raise.

"It must be recognized that those affected generally produce for a nation-wide market and must at all times be prepared to meet competition of manufacturers located in other states," it was declared in a recently-filed brief on behalf of employers affiliated with the Industrial Welfare Committee. The brief was prepared by the committee's counsel, David Rubenstein.

"Both the minimum wage and the average in California today are well above wages established in most other states for competitive industries," Rubenstein declared in the brief.

"It is the position of the California Industrial Welfare Committee that if the existing minimum wages, which must be recognized as adequate, are increased, the effect will be to add disproportionately to the cost borne by California industry, putting it at a distinct disadvantage in relation to other states."

Relating possible minimum wage increases to inflation, the brief continued:

"Such increases would be a direct contribution to an increase in the inflationary pressures and a contravention of the

(Continued on Page 4, Column 2)

ATTENTION, MANUFACTURERS!

YOUR HELP is needed to safeguard this State's competitive industrial position by protecting the minimum wage status quo in California. To make your voice heard in the right place at the right time, file your individual statement—16 copies—with Mr. Frank Ruve, care of C. R. Leslie, Merchants and Manufacturers Association, 725 South Spring Street, Los Angeles, 14.

Your brief should contain statements based on the problems and requirements of your particular industry so that the members of the Wage Board will be fully advised prior to the hearings on wage changes and conditions of employment.

If you desire further information for use in preparing your statement, consult either Fred Pruter, Apparel City, or William H. Smith, San Francisco Employers Council—Chairman and Northern California representative, respectively, of the California Industrial Welfare Committee.

"Food and Living Conditions— Europe vs. America

An Address by ...

NATHAN CUMMINGS

*Chairman of the Board
Consolidated Grocers Corporation
President, Rosenberg Bros. & Co., Inc.*



NATHAN CUMMINGS

Thursday, September 20
San Francisco Commercial Club

Co-Sponsored by the San Francisco Chamber of Commerce - the San Francisco Commercial Club

A timely message delivered by a recognized world authority—this is in store for those who will hear Nathan Cummings, Chairman of the Board, Consolidated Grocers Corporation, and President, Rosenberg Bros. & Co., Inc., immediately upon his return from an extended European tour.

Mr. Cummings entered business in Canada at the age of 14 as a messenger in a retail shoe store. He soon became a salesman and was in the retail shoe business until 1917, when he entered the wholesale branch of the industry. After seven years, he launched his own shoe manufacturing business. Mr. Cummings then became an importer of general merchandise, and in 1934 acquired control of McCormick's Limited—a biscuit and candy business.

In 1939 Mr. Cummings moved to the United States and joined the C. D. Kenny Co., a long-established wholesale grocery in Baltimore. He purchased the company in 1941. This was the beginning of Mr. Cummings' career in the wholesale grocery

industry. In 1942 he bought the 80-year-old firm of Spague Warner in Chicago, and two years later acquired Western Grocer Co. and Marshall Canning Co. of Marshalltown, Iowa; also Dannemiller Grocery Co. of Canton, Ohio.

Reid Murdoch & Co. was acquired by Mr. Cummings in 1945 and at the same time he became President of the newly organized Consolidated Grocers Corporation. In September, 1947, he was elected Chairman of the Board and in January of the following year he purchased Rosenberg Bros. & Co., Inc.

In 1950 Mr. Cummings acquired the food division of the H. D. Lee Co. of Kansas City and early this year purchased Gentry, Inc., Los Angeles, and also the United States Products Corporation, cannery in San Jose, California, and the F. M. Drew Co. in Santa Clara.

Mr. Cummings and his associates are currently moving into the final stages of the acquisition of the Union Sugar Co.

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, California

Please reserve _____ place(s) for me at \$2.25 each at the
Nathan Cummings Luncheon, September 20, 1951, in the Commercial
Club.

CHECK _____ Name _____
ENCLOSED _____ Firm _____
\$ _____ Address _____

*Please
Make Your
Reservations
EARLY!*

★
Price—\$2.25 a plate
(tax included)

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring to offering lines of merchandise for representation. They are listed here as a service without editorial comment. For further details contact the Chamber. For further details contact the Domestic Trade Department, EXBROS. 2-4511 Ext. 56.

D-7519 JONIF F. SARE, Hotel de la Guerre, Santa Barbara, Calif., experienced food, candy and specialty foods, seeking additional lines to handle.

D-7532 THE TEWA WEAVING INDUSTRY, 906 S. Fourth Street, Albuquerque, New Mexico, wishes to appoint a salesman in San Francisco to sell their all-wool hand-woven line.

D-7533 BABY'S FIRST STEPS COMPANY, 199 East 17th Street, New York 3, N. Y., manufacturers of hand-made items for gift stores seeking a manufacturer's representative in San Francisco to handle their lines.

D-7534 PRIMUS THERMOMETER COMPANY, 11 Union Square, New York 3, N. Y., wishes to appoint a salesman in San Francisco to sell their thermometers to the local hospital field and drug trade.

D-7535 GEORGE E. RILEY, P.O. Box 896, Wheelman, West Virginia, offers a distributorship to local manufacturers wishing their articles to be distributed throughout West Virginia and the surrounding territories.

D-7536 HILNEN M. YOUNG, INC., 421 Seventh Avenue, New York 1, N. Y., importers and representatives of European steel products, wish to appoint a sales agent familiar with this line of products to sell to the trade.

D-7537—An established manufacturer's agent in the Los Angeles area is seeking additional lines. Write to Mr. William J. Miller, Manager Membership Relations Department, Los Angeles Chamber of Commerce, Los Angeles, Calif., for additional information.

D-7538 THE ACE COMPANY, 112 West Washington Street, Ocala, Florida, seeking a manufacturer's representative in the San Francisco area to handle their portable electric blowers.

D-7539 BRIEF PUB. INC., 400 Madison Avenue, New York 17, N. Y., seeking a representative in San Francisco for their condensed sales-idea bulletin.

D-7540 INSTRUMENT COMPONENTS, INC., Box 75, Hillside Manor, P. O. New Hyde Park, N. Y., manufacturer's representative for a manufacturer of precision instrument parts, would like to appoint an agent for this area familiar with the electronic, aircraft and instrument fields.

D-7541 THE CRO-PLATE COMPANY, INC., Hartford 5, Conn., would like to appoint a manufacturer's agent in San Francisco for their line of wet blasting and chrome plating units.

— Second Century of Progress —

Moral Rearmament Play Now At Curran Theater

George Marjoribanks and Ray F. Purdy of Moral Re-Armament appeared before the San Francisco Chamber's Board of Directors last week with a message urging all San Franciscans to attend "Jotham Valley," a new musical play of the Sierra Country which is currently being presented by the organization at the Curran Theatre.

Tickets for the production, which closes September 15, are available without charge at the Curran Box office and from Moral Re-Armament at YUkon 2-6973.

Moral Re-Armament has been described as a group which seeks to remove mistrust and fear, and create a real basis of unity among the peoples of the world.

Metal Drive Encouraging

(Continued from Page 1)

scrap since the old JOSHUA HENDY days and also over the three years we have been there,"—Westinghouse Electric Corp.

"We have urged our various departments to put forth unusual efforts,"—Tide Water Associated Company.

"... We estimate we shall be able to produce about 15,000 tons this year,"—Standard Oil Company of California.

Mr. Pringle reported the activities of the Committee have received national attention and requests for details as to its organization have been made by the U. S. Department of Commerce.

Rohde Representing Chamber At ICC Hearing

(Continued from Page 2)

pounds for all distances within the State and are consistent with the cost of service and are responsive to modern merchandising methods.

The California scales described by Rohde, according to the petition, have influenced the establishment by the railroads and the motor carriers of interstate class rates between points in California and Southern Oregon and Western Nevada and have recognized the inherent economies in the handling of volume shipments in the described pound classifications.

Presently in effect between points in Mountain-Pacific Territory, according to Rohde, there are rates for volume shipments for 4,000, 10,000 and 20,000 pounds.

In the event the Commission prescribes a uniform scale of class rates similar to those set forth in Appendix 18 of the Commission's decision of July 26, 1951 (Docket 28300) the volume rates would be eliminated. This would immediately cause substantial increases in rates for all shipments

in the 4,000, 10,000 and 20,000 pound brackets.

It appears that certain other class rates which are now applicable between points in California, on the one hand, and Arizona, New Mexico and El Paso, Texas, on the other, for minimum weights of 5,000 and 10,000 pounds would likewise be eliminated, Rohde revealed.

The Chamber is concerned with the effect the prescription of a uniform scale of class rates would ultimately have on the California intra-state rate scales.

The Appendix 18 scale, described in the petition, is higher than the California scale for any quantity shipments for distances exceeding 300 miles and is substantially higher than the California scale for the 4,000, 10,000 and 20,000 pound brackets for all distances.

In the matter of the transcontinental rates, Rohde is scheduled to endorse the petition and brief of the California Manufacturers Association and adopt the arguments advanced without amplification.

Minimum Wage Question Vital To Manufacturers

(Continued from Page 2)

avored desires of governmental and economic leaders to keep the American economy on a sound basis."

Pruter and Smith warned local industrialists that individual statements dealing with their particular businesses should be filed in expression of their attitudes and positions with respect not only to the proposed changes in the minimum wage but also in working conditions.

"It is axiomatic that no single yardstick can be applied to the requirements of the various divisions of industry and manufacturing," they said. They pointed out that "each has its own peculiarities and requirements and that therefore the wage boards and Commission should investigate the requirements of each division before recommending changes.

Pruter said that with the current defense effort moving into full swing and the recognized shortage of available manpower and womanpower in California, "competitive forces assure the engagement of women and minors at wages which will

'Valley Days' Acceptances

(Continued from Page 1)

Lodi; Hartley G. Weichert, president, Paradise Chamber, Paradise; William J. Tyler, president, Associated Chambers of Commerce of Butte County, Paradise; C. A. King, president, Quincy Lumber Co., Quincy; Harry A. Poole, president, Roseville Chamber, Roseville; Ben Johnson, chairman of the board, Pickering Lumber Co., Standard; Warren H. Atherton, attorney, Stockton; Al Sotze, president, Tracy Chamber, Tracy; and J. W. Cauchy, president, Vacaville Chamber, Vacaville.

assure not only the minimum standard of living, but an abundant one."

Continued high levels of wage earning in California and prosperity for both workers and management can best be assured, he said, by stringent opposition to any unwarranted increase in the minimum wage which, on the surface, appears worthy but in reality "eloaks a competitive threat to California industry."

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Big Program Slated For 'Valley Days'

With the most outstanding program of events and visits ever arranged for a group of visitors to San Francisco—and with acceptances flowing in fast—"Valley Days in San Francisco," September 27-28, was assured success this week, according to Program Chairman Frank M. Dana.

During their two-day stay here, 150 business and civic leaders of California's inland area from San Joaquin County to the Oregon border will visit the United Air Lines' Maintenance Base at the San Francisco Airport, the San Francisco Naval Shipyard and the Western Crown Cork and Seal Company plant.

While at the Naval installation they'll be conducted on a tour of the recently recommissioned 45,000-ton battleship Iowa, the fleet-type submarine USS Dentada, and the machine, ordnance and structural steel shops. They will travel to the top of the "world's largest crane" at the base.

The delegates will be guests at a luncheon at the United Air Lines' base and a dinner and professional entertainment at the Naval Shipyard Officers' Club.

Climax to "Valley Days in San Francisco" will be a tour of San Francisco Bay aboard yachts of the Chamber's "Great Golden Fleet."

Firms interested in sponsoring one or more of the visitors may still do so by contacting Carroll A. Snyder, Manager of the Chamber's Domestic Trade Department, at ENbrook 2-4511.

— Second Century of Progress —

Congressman John J. Allen To Speak At Oakland Meet

San Franciscans this week were invited to attend a Bay Area-wide luncheon to be held Tuesday, September 18 in Oakland's Hotel Leamington, at which Congressman



Hon. John J. Allen, Jr.

John J. Allen, Jr., will present the congressional view on port and shipping problems.

Member of the House Committee on Merchant Marine and recognized as an outstanding authority on shipping, Congressman Allen will speak on "Congress-

Eye View of the Economic Merchant Marine and Port Problems."

Co-host at the luncheon will be the San

(Continued on Page 4, Column 3)

Nationally-Known Grocery Executive To Address Chamber Luncheon Meeting

"A timely message delivered by a recognized world authority"—that's the way Chamber President Alan J. Lowrey this week described the address to be given in the Commercial Club Thursday, September 20, by Nathan Cummings, chairman of the board, Consolidated Grocers Corporation and President of Rosenberg Bros. & Co., Inc.

Just back from an extended European tour, Mr. Cummings will speak on "Food and Living Conditions—Europe vs. America." Chamber members today were urged by President Lowrey to make early reservations "to hear this highly interesting subject developed."

Mr. Cummings has been in the wholesale grocery field since 1939 when he joined the C. D. Kenny Co. of Baltimore. In 1941 he purchased the company and later, in rapid succession, bought the 80-year-old firm of Sprague Warner in Chicago, Western Grocer Co. and Marshal Canning Co. of Marshalltown, Iowa, Dannemiller Grocery Co. of Canton, Ohio, and Reid Murdoch & Co.

He became president of the newly organized Consolidated Grocers Corporation in 1945 and chairman of the board in 1947. In January of the following year he purchased Rosenberg Bros. & Co., Inc.

Reservations for the luncheon talk may be made by telephoning the Chamber, EXbrook 2-4511.



NATHAN CUMMINGS

Chamber Enters Program For Range Reclamation

Underlining the importance of California's livestock and agricultural industries to San Francisco and the Bay Region, the San Francisco Chamber this week moved to correlate statewide efforts aimed at doubling livestock production through the reclaiming of "badlands."

Under direction of its Agricultural Committee headed by John Lawler, the Chamber has appointed a sub-committee to make a thorough study of possible reclamation of between 30 and 35 million acres of brush and partly worn-out grain and pasture lands in California.

Information thus gained will be correlated with data previously gathered by the University of California and other agencies working independently, and the Chamber will help organize a "united front" for range reclamation, according to the plan established at a Tuesday meeting of the Agricultural Committee.

"Through experimental planting of nitrogen-fixing grasses and good management, we can double or even triple the cattle capacity of California lands," W. H. Ramsey, president of C. M. Volkman & Co. and

(Continued on Page 4, Column 2)

Federal Packaging Chief Addresses Chamber Group

"Uncle Sam goes to war in a package, these days" is the theme that a great many San Francisco business and civic leaders are turning over in their minds after a special Chamber luncheon yesterday at which Clinton K. Royce, chairman of the Technical Committee on Packaging for the Federal Specification Board, was the honored speaker.

"Military and Civilian Packaging Problems and Solutions" was the title of Royce's address when he appeared before the gathering jointly sponsored by the Western Packaging Association, the San Francisco Commercial Club and the Chamber. It was held at the Club.

"Planning within the Defense Depart-

(Continued on page 2 column 3)

Clip this! . . . for future reference when you're looking for a particular branch office in San Francisco: The Chamber's Domestic Trade Department has just finished a complete directory of 1600 regional and national firms that have branch offices here. Listed alphabetically by name, the new directory cites brief information about the operations of each branch, and classifies it as factory, sales, service, warehouse, shipping or export office.

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BAY REGION BUSINESS WALTER J. BROWN, Editor

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World Trade Assn. Meeting Features Top-Ranking Trio

Three top local authorities packed world trade wisdom and information into a special meeting yesterday of the World Trade Association of the San Francisco Chamber of Commerce, according to Association President Victor B. Smith.

They were George S. Williams, formerly with the Dollar Steamship Line and the American President Lines; Leland W. Cutler, chairman, World Trade Center Authority, and Charles L. Wheeler, executive vice-president, Pope & Talbot, Inc.

Mr. Williams reviewed highlights of his 50-year career in world trade and advised the group on a program of activity. Mr. Cutler outlined the present status of the World Trade Center Authority and Mr. Wheeler highlighted the Association's relationships to the program for world economic development.

Packaging Expert Addresses C. of C. Meet



CLINTON K. ROYCE

(Continued from Page 1)

ment for packaging of military stores," Royce said, "presents a very real and complex problem. Actually, we must plan for many eventualities—actions ranging all the way from the present activity in Korea to all-out global war."

He then explained that his industry is concerned with the lack of availability of packaging materials. To meet this problem, packaging men are finding ways and means of conserving both materials and production man-hours.

Royce feels that although military packaging is making his industry work harder than ever, a good deal of what is being learned in supplying the armed forces can be carried over to civilian supply production.

In addition to his position with the Federal Specifications Board, Royce heads the Packaging Section of the Office of Naval Material and is executive vice chairman to the Navy Packaging Board in Washington, D. C.

Chamber Approves APL Passenger Vessel Subsidy

Approval of a passenger vessel subsidy for the American President Lines is scheduled to be advocated by the San Francisco Chamber in a brief to the Federal Maritime Board in the matter of FMB Docket No. S-26, according to Maitland S. Pennington, Chairman of the Chamber's Merchant Marine and Harbor Committee.

"The Chamber is following its policy in such matters. It went on record in favor of the subsidy principle when it supported the legislation that became the Merchant Marine Act of 1936 which contains comprehensive provisions for operating differential subsidies to meet foreign flag competition on essential trade routes."

He further stated that A.P.L.'s service with the liners President Cleveland and President Wilson are the last remaining American passenger liners between San Francisco and the Far East. San Francisco as the home port for these vessels realizes a revenue of nearly a half million dollars each time one has a "turn-around" here. The Federal Maritime Board instituted this proceeding to determine the extent and character of foreign flag competition with A.P.L.'s passenger service on Trade Route No. 29, Service 1 (California ports—Far East) and whether an operating subsidy is necessary to meet such competition.

— Second Century of Progress —

Apprentices To Graduate

As 500 apprentices in more than 30 crafts prepared to "graduate" to the ranks of skilled labor September 20 in conjunction with the American Federation of Labor national convention, Mayor Elmer E. Robinson issued a proclamation making next week "Apprenticeship Week"—in honor of labor, management and government in their successful coordination of apprenticeship programs. AFL President William Green and Congressman John F. Shelley will be principal speakers at the exercises which will be held in the Civic Auditorium.

U. C. Football Festival

"California Progress on Parade" will be the theme of the sixth annual Berkeley Football Festival, September 18-22, signaling the start of the 1951 collegiate football season. A night procession through downtown Berkeley Friday evening, September 21, will dramatize advances made in industry, education, culture and science by firms and other groups throughout the state. Chamber President Lowrey's firm, Union Oil Company of California, is constructing the "theme float" for the parade.

— Second Century of Progress —

Chamber Serves Tourists; Rate of Inquiry Rising

Activities of the Chamber's Research Department are not exclusively "Research," according to General Manager G. L. Fox who this week pointed to a rising public reaction to this Department's promotion of San Francisco as a visiting center.

"A good portion of the thousands of letter inquiries serviced every month by the Chamber are tourist and settler inquiries which are answered by our Research Department," Mr. Fox said.

These requests for information on San Francisco as a "tourist and settler" location during June, July and August of this year soared 45 per cent above the number of inquiries for these three months last year, he said. And the total number of inquiries in this regard from January to September of this year is up 25 per cent over the same period in 1950.

Actual visiting and settling here rises proportionately to such inquiries, Mr. Fox added, citing, as an example of how proper servicing of inquiries "pays off," the single case of Mr. and Mrs. G. H. Waite of Canada who spent considerable time in San Francisco as a result of information provided by the Chamber.

"Thanks for the very interesting tourist information," Mr. Waite wrote later. "My wife and I spent our honeymoon in your fair city. We found it fascinating."

Chamber Study of Peninsula Population Shows 380,000 Gain In Last Ten Years

More than 380,000 new residents settled in the San Francisco Peninsula in the ten years ending with 1950, a gain greater than that experienced by 34 of the 48 states, according to a study just completed by the Chamber's Research Department.

The total population of the Peninsula is now 1,301,700, according to the report.

Of this figure, 775,300 are in the City and County of San Francisco, 235,700 are in San Mateo County and 290,500 are in Santa Clara County.

Increases within the ten-year period for each county are as follows: San Francisco, 140,800; San Mateo, 123,900; Santa Clara, 115,600.

The Chamber report, compiled by Research Department Manager Ralph Koeber, went on to list 17 cities "stretching southward from San Francisco and extending almost in chain-like fashion to San Jose at the southern end" with a total population of 340,000. Together with San Francisco, these communities make a total urban population of 1,115,000. The remaining 186,700 population is found in the rural areas outside of incorporated cities or towns, Koeber said.

"Although much of the land area (96 per cent) in the counties of San Mateo and Santa Clara lies outside of incorporated cities or towns, the population growth both inside and outside cities has kept a surprisingly close relationship with each other

— Second Century of Progress —

Urge Return of Authority To Director of Mines

Retention of Dr. James Boyd as Director of the United States Bureau of Mines "with full powers and authority as formerly vested in that office" was urged last week by the San Francisco Chamber in a letter sent to Interior Secretary Oscar L. Chapman, according to Phil R. Bradley, Jr., Chairman of the Mining Committee.

Bradley, in bringing the matter before the Chamber's Board for approval, revealed that with the advent of the new Defense Material Procurement Agency, Dr. Boyd's position in the Defense Minerals Administration was deemed unnecessary, and he was returned to his former position as Director of the Bureau of Mines. However, he was returned under conditions which might effectively deprive him of his authority. It is this authority which the mining industry and Chamber wants retained.

— Second Century of Progress —

G-E Exhibit At Fair

An Air Force jet engine produced by General Electric Company with the aid of more than 100 California suppliers illustrates the firm's conception of "partnership between large and small business" in G-E's exhibit at the State Fair in Sacramento, according to Ray W. Turnbull, the firm's commercial vice-president. Mr. Turnbull, who is also vice-president of the Chamber, reports that 17,000 American suppliers, a great number of them "small," are contributing to G-E's \$500 million defense production program.

during the past decade," the report stated. San Mateo county with 111,782 residents in 1940 had 77.12 per cent living inside cities and 21.75 per cent living outside incorporated areas. By 1950, although San Mateo county residents had more than doubled to 234,000 and the number of residents living inside incorporated cities had risen from 86,208 to 183,171, the ratios were 78.25 per cent inside and 21.75 per cent outside thus revealing a "remarkably uniform growth pattern with only a slight advantage in favor of cities."

In Santa Clara county the number of residents living inside the cities made a slightly greater gain in proportion to those living outside, Koeber's report continued. In 1940 52.39 per cent of Santa Clara county residents lived inside cities and by 1950 had risen to 56 per cent inside cities.

"An interesting observation," Koeber said, "is that during a recent four-year period between 1947 and 1950—in the three Peninsula counties, 525 residential subdivisions were authorized, providing 34,977 lots, or 52.1 per cent of the total in the entire nine-county Bay Area during this period. Of this total, San Mateo county and Santa Clara county accounted for 33,624 or more than 50 per cent of the Bay Area total."

"The Peninsula has experienced one of the greatest growth periods in its history during the past decade," according to the report, "but authoritative population projections for the coming decade anticipate only about one-half the numerical gain of that experienced during the past decade or about 190,000 new residents."

"On that basis, in 1960 the Peninsula is expected to have about 1,500,000 persons; the East Bay, 1,330,000; and the North Bay 473,000—bringing the San Francisco Bay Area (nine counties) total to 3,500,000 persons."

Hitting The HIGH SPOTS

with Wolf Brown

Al Eichholz, the Chamber's World Trade Department Manager, returned last wk. from Timber line Lodge, Mt. Hood, Washington, where he represented this organization at the semi-annual U.S. Dept. of Commerce West Coast Foreign Trade Advisory Committee meeting. He reported the S.F. delegation was the largest from any Pacific Coast point. Among major matters discussed, from which Mr. Eichholz gleaned valuable information for local world traders, were export licensing procedures, export allocations, export price ceilings and strategic materials requirements . . .

Ziegler Steel Service Co.'s Oakland division is now open for business in its new warehouse at 727 - 66th Avenue, Oakland 21, according to P. S. Champion, division mgr. It carries sheet, strip and bar steel in hot rolled and cold finished grades in wide varieties . . . **CANCOCE** (Central and No. Calif. Chamber of Commerce Executives) will hold a meeting tomorrow at the Fmont Hotel; Muriel Tsvetkoff, gen. mgr. of the S.F. Better Business Bureau, will talk on "Solicitation and Swindles" . . . **Commendation** from S.F. Attorney Ernest J. Torregano on the World Trade Dept. list of Consular Corps members spotlights once again the value of this and other directories put out by the Chamber.

"We Can Cut the Budget" is the title of an article by Sen. Paul H. Douglas of Illinois of probable interest to S.F. businessmen in the current issue of *Coronet* Magazine . . . **W. R. Thigpen** has been named public relations mgr. of United Air Lines for Calif. and Nevada, with hdqts. in S.F. . . . **Pacific Transport Lines, Inc.** will be open for business Monday, in new offices at 262 Calif. Street.

A new organization known as the Builders Hardware Club of No. Calif. has been formed in S.F. Goals, according to Pres. Chas. S. Smith of The Stanley Works, S.F.—"Promotion of good fellowship, education, and ethical trade practices." Officers and members—200 strong—are executives of Bay Area firms.

Parker Pen Officials Celebrate New Headquarters



NEW, expanded Western headquarters offices for Parker Pen Company were opened this month at 278 Post Street, San Francisco, and will supply merchandising sales and service aids to franchised Parker dealers throughout the 11 Western states, according to Carl E. Priest, Western Division Manager. At the office opening ceremonies, Priest presented solid gold diamond-studded Parker pen and pencil sets to San Francisco De-

signer Gratton English and Contractor William Irvine, in appreciation of their work. The custom styled writing instruments, said to be the most costly fountain pen sets in the world, were designed by Budd Rosenberg, Vice President, Gensler-Lee Jewelers, and are valued at \$2100 each. Shown (left to right), Mr. Rosenberg, Mr. Irvine, Mr. Priest and Mr. English.

School of World Business To Open At New Location

Formal dedication and opening of the new School of World Business classrooms at Union Square will take place Monday, September 17, it was announced this week by Dr. Wayne Mackenzie Stevens, director of the school which is an adjunct of San Francisco State College and is sponsored by the San Francisco Chamber.

"At last we have a location close to the business section where students may come, easily and quickly, to further their knowledge in the field of world trade," said Dr. Stevens in describing the new location in the United Air Lines building at 421 Powell Street. He said, however, that some of the school's courses will still be taught at the old location at 124 Buchanan Street.

Courses, open to persons working in world trade, as well as those aspiring to the field, embrace world business, shipping, finance, business law, international relations, languages and allied subjects.

There will be both afternoon and evening classes.

Those desiring to register for part-time study, Dr. Stevens said, may do so at the Union Square location. Full-time students should register at the Buchanan Street address. Dr. Stevens may be reached for further inquiry at UNDERhill 1-0842.

— Second Century of Progress —

NPA Announces Deadline

September 20 is the deadline for filing applications with the National Production Authority for controlled materials needed for 1952 first-quarter construction, John J. Judge, NPA regional director, U.S. Department of Commerce, announced this week. In view of heavy curtailments in steel, copper and aluminum, Judge said previously-filed applications have no validity and applicants must re-file on NPA's Form CMP-4C.

— Second Century of Progress —

Council To Meet In S. F.

Western industrial development, tax problems and community participation in defense procurement will be foremost on the agenda of the annual meeting of the Western States Council to be held in San Francisco November 12 and 13, according to an announcement this week.

The Council is a federation of chambers of commerce of the 11 Western States which acts on subjects of common interest to the entire West. The San Francisco Chamber is a member and is cooperating in meeting arrangements.

— Second Century of Progress —

P-E Opens New Plant

An all-day "industry in action" reception formally signaled the opening last Friday of Pacific Electric Manufacturing Corporation's new \$650,000 Santa Clara plant. Some 600 Bay Area civic and industrial leaders toured the huge new plant which will employ some 200 technical and industrial workers. Joseph S. Thompson, president of the concern which for 45 years has been one of San Francisco's leading electrical equipment manufacturers, was host at the open house.

BUSINESS IN DEFENSE:

Small Users Of CM Urged To See Local Field Offices

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

CERTIFICATES OF NECESSITY

The Defense Production Administration has released a geographical analysis of applications approved for rapid tax write-off which shows that out of 3,179 certificates issued, 213 went to California industries. These applications accounted for 273 million dollars or 3.1 per cent of the total \$8,883,000,000 approved.

Certificates approved for California firms are tabulated in the following table:

CALIFORNIA	No. of Certificates	Amount Approved
Fresno	9	\$ 2,904
Los Angeles	119	89,473
Sacramento	1	2,276
San Bernardino	4	42,290
San Diego	12	2,699
San Francisco; Oakland	35	111,882
San Jose	6	9,481
Stockton	1	370
Balance of State	26	11,699
Totals	213	\$273,074

CONTROLLED MATERIALS—Fourth Quarter Allotments for Small Quantities

John J. Judge, Regional Director of the National Production Authority, U.S. Department of Commerce, has urged users of small quantities of controlled materials to communicate directly with their local field offices regarding applications and questions concerning fourth quarter allotments.

Judge explained that manufacturers

Reclamation Studies Begun

(Continued from Page 1)

guest member of the Committee, said at the meeting Tuesday.

"Ten years ago we didn't have the necessary information to move forward in such a program," he continued. "But our ideas have changed and now we can and should do something about the situation."

He said California's total present livestock production is less than 50 per cent of its own needs.

Members of the newly-appointed subcommittee charged with further studies and the probable statewide correlation of a range reclamation program are:

T. W. Christensen, agricultural engineer, Pacific Gas & Electric Co., chairman; W. F. Wing, California Wool Growers Association; Ralph H. Taylor, Agricultural Council of California; John E. Pickett, California Farmer; Alton E. Smith, Pacific Stockman; and Robert R. Lockhart, Crop and Livestock Loans, Bank of America, N. T. & S. A.

whose quarterly requirements of controlled materials were no greater than indicated in the following table would save time and effort by using the services of the trained staff of the local field office:

MATERIAL	QUANTITY
Carbon steel (including wrought iron)	100 tons
Alloy steel (except stainless)	5 tons
Stainless steel	500 lbs.
Copper and copper-base alloy	400 lbs.
Copper and copper-base alloy	4000 lbs.
Aluminum	1000 lbs.

"CONVERTING TO MILITARY PRODUCTION"

A new four-page pamphlet "Converting to Military Production," has been issued by the Office of Small Business, NPA. Listing steps necessary to secure Government contracts for defense items, the booklet is available at the Regional Office, U.S. Department of Commerce, San Francisco.

CONTRACTS AWARDED

Among contracts awarded to Bay Area manufacturers during the week ending August 8, 1951, were the following in the field of electronics:

COMPANY	PRODUCT	AMOUNT
Pacific Electronics	Tubes	\$ 22,000
Hewlett Packard	Signal generators *	**
Lewis & Kaufmann	Tubes	32,000
Eitel-McCullough	Tubes	185,000
Pacific Electronics	Crystals	*
Sierra Electronics	Transformers	17,000
Remler Co.	Transmitters	100,000

(*For security reasons, amounts in excess of \$250,000 are designated by an asterisk.)

Complete lists of contracts awarded, listed by type of product, are available for reference at the Chamber's Industrial Department.

— Second Century of Progress —

Allen To Speak In Oakland

(Continued from Page 1)

Francisco Chamber of Commerce. Representing the sponsoring organizations, these three men will share chairmanship:

D. N. Lilleland, president, Propeller Club of the United States, Port of San Francisco; Raymond B. Giles, president, Oakland World Trade Club; and Walter L. Eggert, president, Oakland Chamber of Commerce.

Reservations may be made through the Oakland Chamber, 427 - 13th Street.

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'Valley Days In San Francisco' Next Week

Full Two-Day Visit For Trade Group

Leading business and civic leaders of the California inland area who will be here next Thursday and Friday as guests of the San Francisco Chamber and local business firms will find their time taken with eye-filling tours and other features they will long remember as part of "Valley Days in San Francisco."

HERE'S THE PROGRAM

On Thursday they will first tour the United Air Lines Maintenance Base at the San Francisco Airport and then remain there for a special luncheon.

That same afternoon, a tour of the San Francisco Naval Shipyard has been arranged. It will be followed by a dinner and an evening of entertainment in the Officers' Club of the San Francisco naval installation.

During this phase of "Valley Days" the delegates will travel to the top of the "world's largest crane" at the base; they'll inspect the recently recommissioned 45,000-ton battleship IOWA, the fleet-type submarine USS DENTUDA and tour the machine, ordnance and structural steel shops.

Friday morning the group will visit the Western Crown Cork and Seal Company plant and then move to the St. Francis Yacht Club for lunch.

A tour of San Francisco Bay aboard yachts of the Chamber's "Great Golden Fleet" will climax the 1951 "Valley Days in San Francisco."

Frank M. Dana, Program Chairman, said this week, "Committee members have done a remarkable job of arrangements, and I know their efforts will be appreciated by our many visitors."

Decks were cleared in San Francisco this week for a repeat performance of the largest trade-development event ever held in the "City That Knows How"—the second annual "Valley Days In San Francisco." More than 150 business and civic leaders of California's inland area from San Joaquin County to the Oregon border will arrive in San Francisco next Wednesday night for the event, September 27 and 28, designed to show them what San Francisco has to offer, industrially and commercially.

Chamber of Commerce presidents and managers, mayors and other civic officials, service club and association presidents, business and agricultural leaders will make up the visiting delegations, which will hail from approximately 100 communities in 22 Northern California counties.

"Business visitors from San Francisco have always been courteously and thoroughly entertained in these communities," Paul A. Bissinger, Chairman of the Chamber's Inter-City Committee, said this week. "We feel," he added, "that it is timely and in keeping with our growing good relations to return the hospitality on an area-wide basis, just as we did last year with our friends in the San Joaquin Valley."

The huge two-day event is under the direction of the Inter-City Committee, staffed by the Domestic Trade Department under Carroll Snyder, Manager.

Program Chairman for this year's "Valley Days" is Frank M. Dana.



PAUL A. BISSINGER
Chairman, Inter-City Committee

City and Inland Area Important 'Neighbors'

San Francisco and the Valley counties to be represented here during "Valley Days" are inseparable neighbors, economically as well as geographically. Chamber General Manager G. L. Fox pointed out this week as local businessmen prepared to welcome delegates from almost 100 inland communities from San Joaquin County to the Oregon border.

San Francisco is basically interested in and important to California agriculture—represented, in large part, by these northern valley areas—because nearly five million acres of farm land are required to supply the food consumed by San Francisco's people and the raw materials used in its industry. Additionally, Fox said, thousands of carloads of produce from these regions pass through San Francisco each year as the central distribution point to other areas.

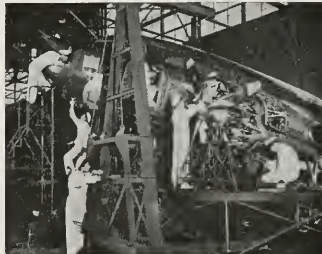
From the farming standpoint, San Joaquin County, for example, was the fourth county in the nation last year in value of farm income. Its gross cash farm income was \$126,270,000. Its wholesale sales amounted to approximately \$122,935,000.

Sacramento County last year had a gross

(Continued on Page 4, Column 1)



A thrilling cruise on yachts of the Chamber's "Great Golden Fleet" is in store for visitors.



Delegates will see operations like this in a tour of United Air Lines' huge maintenance base.

International Food Expert To Address World Trade and Agricultural Groups

San Francisco's world traders are scheduled to receive the latest information available on the international food picture from Dr. Raymond W. Miller when he addresses the San Francisco Chamber's World Trade Association on the subject "Calories and the Community of Nations" tomorrow in the Fairmont Hotel's Gold Room.

Dr. Miller, consultant for the Food and Agricultural Organization of the United Nations, is a native Californian

and is considered by many to be one of this country's outstanding authorities on the problems of marketing and distributing of agricultural and industrial products.

In making the announcement of Dr. Miller's appearance before the world trade group, Association President Victor B. Smith said, "The world food and agricultural situation is of vital importance to each of us and we are most fortunate to have Dr. Miller appear before us to present his views on current conditions and problems as he has observed them first hand."

The luncheon meeting will be sponsored by the World Affairs Council of Northern California, the American Association for the United Nations, the Agricultural Council of California, the Agricultural Committee of the San Francisco Chamber, and the World Trade Association.

Chamber Urges Support of Customs Simplification

Supplementing action taken in February, 1950 when the Chamber's Board of Directors recommended approval of legislation to simplify and modernize the administrative provisions of the Tariff Act of 1930, the Chamber this week affirmed its position in regard to new legislation now being considered by the House Ways and Means Committee.

The act before the present Congress, known as the Customs Simplification Act of 1951, calls for elimination of obsolete sections, clarification of technical points, and general simplification to facilitate the entry and clearance of imports to the United States that are badly needed at the present time under the defense mobilization requirements.

The Chamber, however, recommends elimination of Section 17(a), which forbids the amendment of entries covering import shipments. It is felt that importers should have this privilege because documents giving values and other information may not be immediately available.

The Chamber also recommends that Section 23 providing for the conversion of processing taxes to import duties on copra, palm nuts and palm nut kernels be eliminated, or provisions made for securing payment of customs duties by bond. This Section is of paramount importance to importers and crushers of copra at this and other Pacific Coast ports, for it contemplates the transfer of processing tax on oil to duty on raw material.

The Chamber's recommendations have been made known to the Ways and Means Committee, to California's Congressional representatives and to other interested groups.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, ENBROK 2-4311, Ext. 56.

D-7542—R. KRIST & J. GOSWELLER, 6324 Primrose Avenue, Hollywood 28, Calif., representatives of Swiss made chocolate products, wish to appoint distributors in San Francisco area for these products.

D-7543—JONES STEEL BUILDINGS, INC., Tucson, Arizona, dealers in buildings and steel framing products seeking additional lines to represent.

D-7544—A-A-A WAREHOUSING & DISTRIBUTION SERVICES, 415 Greenwich Street, New York 13, N.Y., interested in contacting firms in the San Francisco area wishing warehousing and distribution services in the New York area. No charge is made to interested firms since our company represents warehouses and distribution agents around the country paying the service fees.

D-7545—INSECT-ENDER CORP., Ramsey, New Jersey, manufacturers of an electronic pest control device and an electronic thermostatically controlled air purifying unit, seeking a local distributor for these two products.

CLIP THIS! . . . and put it in your pocket, as a reminder that the Red Cross needs YOUR BLOOD for a wounded American soldier in Korea. Requirements have already used up the World War II stockpile. 300,000 pints are urgently needed, NOW. Write the Chamber, or the Red Cross direct, for information on how you and your organization may participate in meeting this continuous and critical need. YOUR help is needed . . . write today!

Snyder to Conclude 25 Years of Chamber Service

Carroll A. Snyder, Manager of the Domestic Trade Department of the San Francisco Chamber of Commerce for five years and a staff member of the organization for 25 years, will resign to take a position as assistant manager of Allen's Press Clipping Bureau in San Francisco beginning October 1, 1951.

The announcement was made jointly by G. L. Fox, Chamber General Manager, and Philip N. McCombs, general manager of Allen's. Fox said Mr. Snyder's successor at the Chamber has not as yet been named.

Snyder will join the clipping bureau after "many years of extremely valuable chamber of commerce work," said McCombs. Snyder is a vice president of the California Association of Chamber of Commerce Managers, and presently is secretary-treasurer of the Central and Northern California Chamber of Commerce Executives Association.

"Mr. Snyder's resignation from the Chamber is a decided loss to us; it is, how-

Hitting The HIGH SPOTS

with Walt Brown

K. C. Tripp, Chairman of the Traffic Solicitation Comm. of the Chamber's Port Promotion Dept. and vice pres.-Pac. Coast mgr. of Moore-McCormack Lines, Inc., represented Chamber President Alan J. Lowrey at the head table at Tuesday's luncheon meeting in Oakland honoring Congressman John J. Allen. Mr. Allen spoke on "Congress-Eye View of American Merchant Marine and Port Problems" at the event, which was co-sponsored by the S.F. Chamber, Oakland Chamber, Oakland World Trade Club and S.F. Propeller Club. . . .

David Gaines (Gaines & Co.) was elected pres. of the Manufacturers and Wholesalers Assn. of S.F. at last wk.'s annual dinner meeting of the Assn. held at the Hotel St. Francis. . . . "Be definitely a part of the community and give full support to all worthwhile community activities" was cited as a tenet of good business by Henry E. North, 1949 Pres. of the S.F. Chamber and vice pres. of Metropolitan Life Ins. Co., at last wk.'s observance by Metropolitan of its 50th yr. of service. No one can question the fact that both Mr. North and his firm have long put that principle to the test. . . .

New Sky Coach service from New York to San Francisco with one stop at Chicago will be added by Trans World Airlines at the end of this month. . . . **Congratulations** to United Air Lines for 25 yrs. of air service to S.F.

—Second Century of Progress—

Executives' Secretaries Meet

Chamber President Alan J. Lowrey was one of the honored guests when the San Francisco Chapter of Executives' Secretaries held its 14th "Bosses' Night" last Thursday in the Colonial Room of the St. Francis Hotel.

Mr. Lowrey and F. K. Cadwell, also an executive of the Union Oil Company, attended as guests of Emma Svirbely, president of the secretaries' organization.

ever, a step which we feel is highly in line with his goals and one in which we offer our fullest congratulations both to him and to executives of his new firm," Fox said.

"His career with the Chamber is one of the finest examples of devotion, over a long period of time, to the principles of community business and economic development exemplified by chambers of commerce everywhere.

"He has added in great measure, during the quarter century he has been with us, to this organization's efficiency and scope of operation," Fox added.

Snyder, who was born in Helena, Montana, began work with the San Francisco Chamber as an office boy in 1927. He moved up through the Publicity and Industrial Departments and finally settled in the Domestic Trade Department. He became its Manager in 1946 and since that time has directed innumerable trade development projects which, according to Fox, have brought neighboring areas "closer" to San Francisco.

During World War II he was the Chamber's Priorities Specialist for the War Industries Committee.

Snyder is married, has an 11-year-old daughter, and has been a resident of San Francisco for 25 years.



Carroll A. Snyder

'Talking It Over' Returns

News of the San Francisco Chamber will be a regular feature of the radio series, "Talking It Over," when it returns to the air this Saturday at 5:15 p.m. on station KGO.

The broadcasts will consist of a commentary on the week's news developments in the national capital by Albert Leitch, Radio Director of the Chamber of Commerce of the United States, plus a message from the San Francisco Chamber.

— Second Century of Progress —

'Home Fashion Time'

"Home Fashion Time"—a campaign designed to stimulate local interest in home-furnishing and refurbishing—will be held September 23-29, according to Ralph Brown, managing director of the Retail Furniture Association.

"Take Your Home to Heart" will be the theme of this year's event which is scheduled to be highlighted by a special "Open House and Style Night" by individual stores on Thursday, September 27.

The local campaign is part of a national promotion sponsored by the National Retail Furniture Association.

Admiral Royar Leaves For Post In Washington

Rear Admiral Murrey L. Royar, since early 1948 the commanding officer of the Oakland Naval Supply Center, left for Washington, D.C. this week to take charge of the Bureau of Supplies and Accounts.



Adm. M. L. Royar

Bay Area friends and associates tendered him a testimonial dinner last Friday night at the Hotel Leamington, Oakland, which San Francisco Chamber General Manager G. L. Fox and Public Affairs Department Manager John P. Gilchrist attended.

Fox spoke on behalf of the West Bay in commending Admiral Royar on his services to the Bay Region and wishing him success in his new command.

It is expected that command of the large Bay Area logistics base will be assumed by Rear Admiral T. Earle Hipp.

Labor, Management Meet

Union members and representatives of management have been invited to attend sessions of the Labor-Management School of the University of San Francisco which will hold its Fall semester from October 2 to November 22.

Registration for the school will be held on September 29 from 9 a.m. to 9 p.m.

Further information on the special courses to be offered may be obtained by writing or telephoning: Director, Labor-Management School, University of San Francisco, San Francisco 17; SKYline 2-1000.

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Grand National Here Soon

It will be an "all new" 1951 Grand National Livestock Exposition, Horse Show and Rodeo that is scheduled to roar into San Francisco's Cow Palace on October 26 for a ten-day run.

While maintaining its basic attractions of an international championship rodeo and national horse show competition, the huge exposition has scheduled an all-new bill of features and stars in addition to the show's regular colorful events, according to Grand National officials.

Insurance Plays Ever-Growing Part In Economy of S. F., Nation

Special Report by RALPH KOEBER, Manager, Research Department, San Francisco Chamber of Commerce

Insurance is an important and growing factor in the life and economy of San Francisco, the State and the Nation—even more so than most of us realize. Giant strides have been made in this industry since that day in history when the Presbyterian Synods in New York and Philadelphia set up the first life insurance in the United States in 1759 for the protection of their ministers and ministers' families; since the chartering, in 1794, of the first business corporation to sell life insurance, known as "Insurance Company of North America"—which in five years issued only six policies and finally discontinued business ten years later.

Sharing handsomely in the expanding markets of the nation, life insurance business has grown to be big—yes, very big business. In 1950 \$234,000,000,000 of life insurance was in force compared to \$116,000,000,000 ten years earlier. The assets of life insurance companies in 1950 of \$64 billion more than doubled the \$30.8 billion in 1940 and their personnel rose to 336,500 from 261,200 five years earlier.

Listed among the ten largest corporations in the United States are four insurance companies: one ranking second with assets of \$10.3 billion; one, third with assets of \$8.9 billion; one, fifth with assets of \$5.7 billion; and one, eighth with assets of \$4.9 billion.

The distribution of all life insurance companies' assets in billions of dollars by major investment fields for 1940 and 1950 are shown in the following table:

	1940	1950
Securities of Business and Industry.....	\$9.2	\$25.4
U.S. Government Securities.....	5.9	13.4
All Other Government Bonds.....	2.5	2.6
Mortgages.....	6.0	16.1
Real Estate.....	2.0	1.4
Policy Loans.....	3.0	2.4
Miscellaneous Assets.....	2.2	2.6
Life Insurance Companies Total Assets.....	\$30.8	\$64.0

On the Pacific Coast, life insurance in force jumped to \$20.6 billion in 1950 or \$12.4 billion above 1940; and in California to \$15.9 billion or \$9.7 billion higher in the brief span of ten years. Undoubtedly some of the growth in the life insurance field on the Pacific Coast may be attributed directly to Pacific Coast growth, as in a single decade ending 1950, it accounted for 25% of the nation's population increase.

Insurance carriers long ago recognized the need and oppor-

tunities for insurance in other fields and expanded into fire and marine; accident; casualty, fidelity and surety; and title—just to mention a few of the more prominent groups. In addition, the insurance agents, brokers and services in California accounted for an important division of the activity.

The significance of the insurance industry as an employer in several areas of the state is shown in the following table:

GROUPS	CALIFORNIA (a)		S.F. MET. AREA (b)		SAN FRANCISCO (c)				
	Wages* (Millions)	Em- ployees	Wages (Millions)	Em- ployees	Wages (Millions)	Em- ployees			
Insurance Carriers	721	\$153.4	43,027	246	\$52.8	17,704	189	\$43.9	14,492
Life Insurance	223	36.0	15,302	63	12.2	3,838	37	9.2	2,689
Fire, Marine Ins.	173	28.2	8,386	85	18.2	6,442	76	17.8	6,287
Casualty, Fidelity,									
Surety, etc.	202	42.2	12,697	69	16.1	5,904	57	12.8	4,318
Other	123	27.0	6,732	29	6.3	1,920	19	4.1	1,188
Insurance Agents, Brokers and Services	2888	5.4	14,293	634	16.0	4,999	416	14.6	4,410

(a) 1950; (b) 1948 latest estimate; (c) By December 1950 the Insurance industry in the Bay Area had gained 1000 employees.

* Annual estimate based on Fourth Quarter, reported by State Department of Employment.

Out of 618 insurance companies authorized to transact business in California and scheduled to pay \$25,323,743 in taxes to the State of California during 1951, 439 selected San Francisco for headquarters, including 245 fire and marine; 107 life; and 87 casualty, surety, etc. The premiums and assessments of all insurance groups in California amounted to \$1,144,024,547, according to the latest report of the State Insurance Commissioner; and nearly two-thirds of this was handled by firms with head offices in San Francisco.

The direct premiums written and losses paid by major groups of insurance in the State and the trend for the two most recent years reported, are shown in the following table:

California Direct Premiums Written and Losses Paid 1949 and Relation to 1948				
Major Classes	Written 1949	% Change over 1948	Losses Paid 1949	% Change over 1948
Life	\$429,924,391	-4.39	\$149,694,197	10.85
Automobile	178,094,328	10.43	60,096,409	10.81
Liability	122,689,353	5.94	46,175,573	21.57
Fire	120,279,068	9.77	44,139,085	6.97
Disability	103,360,991	22.91	61,531,291	37.72
Workmen's Compensation	97,806,815	-5.06	47,871,375	5.27
Marine	40,596,938	10	19,184,949	-13.36
Extended Coverage	17,741,872	3.95	1,919,683	-5.20
Title	16,427,179	-12.34	172,595	-24.84
Fidelity and Surety	13,294,963	8.36	3,080,694	57.71

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—E.d.)

CONCESSIONAIRES FOR PARKS AIR FORCE BASE

Concessions are available at Parks Air Force Base, Pleasanton, California, for the following services:

Barber shops: three 20-chairs, one 25-chairs, one 5-chairs; Beauty shop; laundry, tailoring and dry cleaning; Watch repair; Shoe repair; Photographic studio; Amusement machines; Coin-operated washing and drying machines.

Further information regarding operation and application may be obtained through the Chamber's Industrial Department.

CERTIFICATES OF NECESSITY

No certificates of necessity are being issued by the Defense Production Administration currently, as all applications are being reviewed. Two previously approved certificates not yet announced were released by the Regional Office, U.S. Department of Commerce, as follows:

Company	Location	Amount
Western Gear Works	Belmont	\$411,000
Eitel-McCullough, Inc.	San Bruno	90,825

FOURTH QUARTER ALLOTMENTS OF CONTROLLED MATERIALS

The National Production Authority recently announced allotments of steel, copper and aluminum for production of consumer durable goods during the fourth quarter of 1951.

The amounts of controlled materials made available for production of consumer durable goods during the fourth quarter follow:

Steel products: 984,793 tons, including 950,308 tons of carbon steel, 24,400 tons of alloy steel and 10,085 tons of stainless steel.

Copper products: totaling 53,900,000 pounds and including 42,550,000 pounds of brass mill products, 8,900,000 pounds of wire mill products and 2,450,000 pounds of foundry products.

Aluminum: 59,000,000 pounds.

Mr. Fleischmann emphasized that the individual allotments now going out to manufacturers were prepared after carefully weighing many factors and reviewing these needs industry-by-industry and product-by-product.

'Inseparable Neighbors ...'

(Continued from Page 1)

cash farm income of \$47,711,000 and a wholesale sales value of \$257,691,000. Each of the remaining counties to be represented here next week reflect proportionate activity, Fox said, which "inevitably reflects on San Francisco's business and economic life."

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Scouts Bring Message From Austria To Mr. Lowrey



LIFE SCOUT William W. Pope (left) of San Francisco Troop 14, and Eagle Scout Jacob L. Mathis, III of San Francisco Explorer Troop 33 are shown above visiting with Chamber President A'lan J. Lowrey this week as they came to present him with literature and a personal message from Fridolin Schropfer, mayor of Bad Ischl, Austria. The two Scouts recently returned from representing San Francisco at the International Boy Scout Jamboree

held near Bad Ischl last month. Before they left for the jamboree, they were made San Francisco Chamber of Commerce "Ambassadors Extraordinary" and presented literature on San Francisco and a letter to Mayor Schropfer for the Chamber. In his answer to President Lowrey, the mayor said in part, "Bad Ischl was very proud to welcome these Scouts, who met here to show their ideal wish for international goodwill and fellowship..."

Announce Child Safety Week

More than 12,500 children die annually as the result of accidents; it is estimated that each year 50,000 children in the United States are permanently crippled and approximately 1,500,000 incur disabling injuries due to accidents.

With these sobering figures in mind, the Stanford University School of Medicine and the University of California School of Medicine will sponsor a "Child Safety" campaign in the San Francisco Bay Area during the period September 24 to October 6.

Businessmen were asked this week to remind their employees, as well as their own families, of the importance of vigilance against "unsuspected dangers which lurk in and about the home, ready to bring death or permanent disablement" to their children.

'New Fashion Ideas'

Next week is "New Fashion Idea Week" in the San Francisco garment market, according to Lowell C. Trautman, chairman of the Manufacturer-Retailer Liaison Committee and general merchandise manager of the H. C. Capwell Co., Oakland.

"New, stimulating ideas" in fashion merchandise for November, December and January selling in the stores will be ready in manufacturers' showrooms to present to buyers from September 24 to 28, Trautman said.

At the same time, the Liaison Committee is urging department stores and specialty shops in the Bay Area to take advantage of this opportunity of obtaining creative ideas, timed to coincide with midseason lulls.

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'Valley Days In S. F.' Under Way!

Welcome From The Chamber!



Alan J. Lawrey
S.F. Chamber President



Frank M. Dana
Program Chairman

AS an important representative of your area, you have our heartiest welcome to "Valley Days in San Francisco"! We have made every effort to insure an interesting and entertaining program for your two-day visit with us.

"Valley Days" is one means of expressing our appreciation for the hospitality extended to business and civic leaders of San Francisco who have visited your section of our State. The area you represent, and San Francisco, traditionally have grown together and it is through such events as the one you are now attending that we hope to make for continued expansion and development of all areas of California.

Only by knowing what we offer each other, will we be able to work toward our mutual goal of continued prosperity.

Your return home tomorrow night will not be a signal for the end of "Valley Days"... for this memorable event will have been but the starting gun in a new period of cooperation and understanding.



Paul A. Bissinger
Committee Chairman



Carroll A. Snyder
Dept. Manager

Delegates Arrive From 24 Counties

They're here—and San Francisco welcomes them!

More than 150 civic, farm and business leaders from California's inland area from San Joaquin County to the Oregon border—delegates to "Valley Days in San Francisco"—arrived here last night prepared for their two-day stay as guests of local business firms and the San Francisco Chamber.

Late reports indicated the visitors registered in their respective hotels with no delay or inconvenience—thanks to ground-work by the event's Program Committee.

A number of the delegates last night participated in a two-hour radio program on station KYA—the "Muriel Landers Show"—which drew attention to the program planned for the delegates and the reasons for "Valley Days" interest.

Program activities in store this morning begin with a brief welcoming ceremony at the St. Francis Hotel. The visitors will then board busses for the San Francisco airport and a tour of inspection of the United Air Lines Maintenance base.

This afternoon the delegates will tour the San Francisco Naval Shipyard and then move to the installation's Officers' Club for dinner and an evening of entertainment by professional San Francisco talent.

Tomorrow the program includes a visit to the Western Crown Cork and Seal Company, lunch at the St. Francis Yacht Club and a tour of the Bay aboard boats of the Chamber's "Great Golden Fleet."

'Valley Days' Guests Represent Huge Inland Area

Twenty-four counties comprising an area of 46,381 square miles—larger than the state of Pennsylvania, almost the size of New York, bigger than 19 states.

This is the region represented by the 150 delegates from the valleys and highlands of northern California who are here this week for "Valley Days In San Francisco."

"Never before has such a large area been represented in a trade development meeting in San Francisco," Chamber General Manager G. L. Fox said last night. "The delegates here represent 1,011,266 people—almost 10 per cent of the State population—and an area almost one-third the total of California."

Effective buying income of the 24 counties last year he cited as \$1,417,310,000—8.2 per cent of the State total. Gross dollar farm income there amounted to \$458,205,000.

The principal cities of these counties accounted for wholesale sales of \$453,338,000 in 1950 or 4.1 per cent of the State total, according to Research Department Manager Ralph Koerber.

San Francisco sells equipment and manufactured food to this area; buys thousands of carloads of farm products for consumption or industrial use; distributes millions of dollars worth of the area's products to all parts of the world.

Business-Education Day Set; Invitations Mailed

"Watch for your invitation to be a B-E Day sponsor!"

This was the word being passed this week by members of the Chamber's 1951 Business-Education Day Committee who announced that November 2 is the date set for the huge get-together designed to bring about better understanding and closer relationships between San Francisco's educators and business people.

Invitations are being mailed this week to business and industrial firms to host groups of teachers in the all-day visit, according to Carl Zachrisson, B-E Day Executive Committee Chairman. He urged

executives to be on the lookout for the invitations and to respond as early as possible.

"Last year's B-E Day proved such an overwhelming success," Zachrisson said, "that the San Francisco Board of Education and Chamber of Commerce have adopted it as a continuing annual project. With an even fuller program this year than last, we hope to accomplish correspondingly greater results."



Carl Zachrisson

'Valley Days' Delegates Hail From 45 Cities

Here are the Chamber's Honored Guests to "Valley Days," the cities from which they come, and their affiliations.

They may enjoy your stay, Valley delegates!

AMUPO
Earl A. Huopprey, Humphreys Vineyards; Board of Directors, Lodi Chamber of Commerce.

ARBUCKLE
A. J. Atran, Vice Chairman; Committee on Natural Resources, State Chamber; A. J. Atran Company.

ARNOLD
Henry T. Bailey, Fly-In Acres.

AUBURN
D. J. Dubbas, President, Placer County Chamber of Commerce; Dohbas & Clegg, Real Estate.

BALTIMORE
George H. Duff, General Manager, Cal-Ida Lumber Company.

BIGGS
Vernon McComb, Business Manager, Auburn Journal. J. A. Haffett, Jr., Rafter Furniture Co.

BIRCH
Mrs. Gladys Kohl, Secretary-Manager, Auburn Chamber of Commerce.

BLOOMINGDALE
Dan P. Corcoran, Chairman, Butte County Board of Supervisors.

BUTTE
Ira E. Brink, General Manager, Yards and Stores, Diamond Match Co.
Marshall Jones, Bureau of Reclamation.
Ted Meriana, Mayor, City of Chico.
James Macbride, Macbride Company.

CALHAN
— W. L. Iser, M. Oser & Co. (Furniture).
Pete J. Fader, President, City of C.

CALHAN
Burke Riley, Manager, Chico Chamber of Commerce, Gordon Williamson.

CLARKSBURG
George Holmes, Rancher, C.F.B.F. Board of Directors.

CLATSOP
Howard Reamer, Greenville Hereford Ranch.

CLATSOP
Elliott O'Rourke, President, Colusa Chamber of Commerce; J. J. O'Rourke Dept. Store.

CLATSOP
Harry Weber, Mayor, City of Colusa.

COLUMBIA
A. R. Kirkpatrick, Secretary-Manager, Corning District Chamber of Commerce.

COLUMBIA
Earl Malott, Casa Luna Olive Orchard.

DIXON
James H. Fulmer, Fulmer Farms.

ESCALON
Herman Grabow, President, Escalon Chamber of Commerce.

ESCALON
George F. Von Glahn, Von Glahn's Poultry Breeding Farm and Hatchery.

ESCALON
Harold J. Whitlock, Secretary, Escalon Chamber of Commerce.

FAIRFIELD
J. Clifton Toney, Editor and Publisher, Solano Republican.

FEATHER FALLS
Carl Walker, General Manager, Feather River Fine Mills; Chairman, Natural Resources Committee, State Chamber.

GRASS VALLEY
George W. Hallowick, President, California Hydraulic Mining Ass'n. Member, State Mining Board.

GILKEY
M. E. Brown, Jr., Brown & Co.

GROVELAND
T. Wesley Osborn, Second Vice President, Tulumino County Chamber of Commerce; Sugar Pine Ranch.

LODI
Clifford Bull, President, San Joaquin County Chamber of Commerce; Sugar Oil Distributor.

LODI
Clarence Jackson, Manager, Lodi Grape and Wine Festival.

LODI
Don Dieck, Secretary-Manager, Lodi Chamber of Commerce.

LODI
E. J. Mettler, President, Farmers & Merchants Bank.

LODI
Boyd B. Mitchell, President, Lodi Chamber of Commerce.

LODI
J. Tulliver, Mayor, City of Lodi.

LODI
Claude C. Wood, Board of Directors, Lodi Chamber of Commerce.

MANTACA
S. D. Hopper, President, Manteca Chamber of Commerce.

MANTACA
George Murphy, Jr., Editor, The Bulletin.

MARYSVILLE
Marion Hew, Mayor, City of Marysville.

MARYSVILLE
Charles Metz, Chas. Metz Co.

MARYSVILLE
Harry G. Weichert, President, Marysville-Yuba Chamber of Commerce; Manager, Bank of America.

NORTH SACRAMENTO
M. Sheroun Bliss, Board of Directors Greater North Area Chamber of Commerce of Sacramento County; Arcade Insulation Company.

NORTH SACRAMENTO
Fred A. Rothman, Executive Manager, Greater North Area Chamber of Commerce of Sacramento County.

NORTH SACRAMENTO
J. H. Devine, Devine & Son.

NORTH SACRAMENTO
Jack McLaverty, Jr., Vice President, Greater North Area Chamber of Commerce of Sacramento County.

NORTH SACRAMENTO
Jack A. Miller, North Sacramento Land Co.; Board of Directors, Greater North Area Chamber of Commerce.

NORTH SACRAMENTO
Don Stephens, Don Stephens Co.; Chairman, Industrial Committee, Greater North Area Chamber of Commerce.

OROVILLE
Dan L. Beebe, Oroville Mercury.

OROVILLE
Don Hobbie, Chairman, Road Committee, Oroville Chamber of Commerce; Cadillac and Chevrolet dealer.

OROVILLE
John H. Pank, President, Oroville Chamber of Commerce; Publisher, Oroville Press.

OROVILLE
Harold T. Sedgewick, Chairman, Water Resources Committee, Oroville Chamber of Commerce; Burton Shoe Stores.

PARADISE
Glen C. Russell, President, Paradise Chamber of Commerce; Russell Hardware.

PARADISE
William J. Tyler, President, Associated Chambers of Commerce of Butte County; Bank of America.

PARADISE
H. E. Wright, Secretary, Paradise Chamber of Commerce.

PITTSVILLE
Herbert Totten, Chairman, Lassen County Board of Supervisors.

PLACERVILLE
E. C. Barker, Publisher, Mountain Democrat.

PLACERVILLE
Swift River, Board of Directors, El Dorado County Chamber of Commerce.

PLACERVILLE
Lawrence H. Gird, Secretary-Manager, El Dorado County Chamber of Commerce.

PLACERVILLE
Harold E. Colburn, Plymouth Drugs, Colburn Drug Co.

QUINCY
C. A. King, President, Quincy Lumber Company.

San Francisco Offers You . . .

—Here are a few facts and figures, Mr. "Valley Days" Delegate, that may add to your conception of San Francisco:

Here in the City by the Golden Gate—which comprises only 44.8 square miles of the State's 158,693—are 775,375 residents with Effective Buying Income of \$1,826,890,000, or 12.9 per cent of that of the entire State. Our farm income is zero but our wholesale sales—much of them you—run to \$4,083,177,000.

Our merchant wholesalers annually sell \$176,902,000 worth of edible farm products—thousands of carloads from your valleys. San Francisco firms sell and distribute farm products whose total value is equal to 60 per cent of the total gross farm income of your 24 counties.

San Francisco is greatly dependent on your inland areas for its needs; some five million acres of farmland are required to feed our people and supply our industry.

To speak more directly of what San Francisco offers you, here is a distributor center unparalleled on the Pacific Coast, with large commercial houses, cold storage warehouse facilities, financing agencies, insurance companies, transportation, shipping lines, communications systems, food packers and processors.

Here is a major regional supply base and a production and buying center, strategically equipped for exchange of all kinds. Concentrated in San Francisco are tremendous regional supply bases and production and selling headquarters of big establishments.

Finally, San Francisco offers you friendliness, a desire to serve, and hospitality—this week and always.

RED BLUFF

Walter Chappella.

Andy Gow, Secretary-Manager, Red Bluff Chamber of Commerce.

James H. Froume, Jr., President, Chamber of Commerce of Red Bluff; Anglo-California Bank.

Ronald M. Smith, University of California.

Walter Stoll, Stoll Auto Supply Company.

Marion Walker, Publisher, Red Bluff Daily News.

Paul C. Bodenhausen, Editor, Record-Searchlight.

Jack Mayo, Secretary-Manager, Redding Chamber of Commerce.

John F. Reginald, Manager, Shasta-Cascade Wonderland Assn.

Wilbur D. Simons, Mayor, City of Redding.

Tom L. Stanley, Secretary, Northern California Supervisors Ass'n.

R. M. Stuenkel, Radio Station KVV.

Richard Richardson, Vice Chairman, Travel & Recreation Committee, State Chamber, Richardson Springs Resort.

RIO VISTA

George C. Gordon, International Harvester Company; Gordon Hansen Co., Ltd.

ROSEVILLE

Mevin L. Dykes, Secretary-Manager, Roseville Chamber of Commerce.

Edna Johnson, Mayor, City of Redding.

H. Holden Wentworth, The Roy King Agency.

Pete Mazzanti, Happy Hour Cafe.

SACRAMENTO

M. Kenneth Anderson, Chairman, Publicity Committee, Sacramento Chamber of Commerce; Manager, Hale Bros.

James Americh, Director of Professional and Vocational Standards, State of California.

A. A. Brock, Director of Agriculture, State of California.

Fred M. Clark, Administrative Assistant, Sacramento Chamber of Commerce.

William Clayton, Manager, Sacramento Valley District, Sacramento Valley Council; California State Chamber of Commerce.

E. M. Daugherty, Commissioner of Corporations, Governor's Council.

Lewis H. Day, Secretary-Manager, Sacramento Chamber of Commerce.

Dalton G. Feldstein, Dalton Motors, Inc.; Board of Directors, Sacramento Chamber of Commerce.

Frank P. Flint, Chairman, Inter-City Relations, Sacramento Chamber of Commerce; Asst. Cashier, Bank of America.

Bert E. Gelsinger, Mayor, City of Sacramento.

W. L. Greer, Second Vice President, Sacramento Chamber of Commerce; John Bremer Co.

William H. Johnson, Chairman, Public Relations, Sacramento Chamber of Commerce; Vice President, Anglo-California Bank.

Major General Earle E. Jones, The Adjutant General, State of California.

David McKinley, Baker.

Frank H. Nott, Commercial Agent, Western Pacific and Sacramento Northern R. R. Co.

Robert D. Livingston, Chairman, Breakfast Committee, Sacramento Chamber of Commerce, Angieran Trust Company.

Irvin K. Sibole, Chairman, Finance Committee, Sacramento Chamber of Commerce; Angieran Trust Company.

Frank Spiering, Metropolitan Life Insurance Co.

Ralph Taylor, Executive Secretary, Agricultural Council of California.

George E. Watrous, First Vice President, Sacramento Chamber of Commerce; Watrous-McClory Co.

Edwin D. Witter, Board of Directors, Sacramento Chamber of Commerce; Dean Witter & Company.

D. D. Watson, Commissioner, Division of Real Estate, State of California.

E. M. Barker, Plant Supt., Calaveras Cement Co.

L. V. Lyng, Secretary-Manager, Calaveras County Chamber of Commerce.

STANDARD
Ben Johnson, Chairman of the Board, Pickering Lumber Company.

STOCKTON
Warren H. Atherton, Attorney.

Llewellyn Brown, Flotli Products, Inc.

Ed Colberg, President, Stockton Chamber of Commerce; Colberg Boat Works.

Meyer Corren, Second Vice President, Stockton Chamber of Commerce; Meyer Corren & Son.

J. A. O'Donoghue, Board of Directors, Stockton Chamber of Commerce; Standard Oil Company.

Ralston A. Derr, Secretary-Manager, Stockton Chamber of Commerce.

C. C. De Young, Port Commissioner, De Young Mortuary.

Harold A. Noble, President-Manager, San Joaquin Building & Loan Association.

Larry Quinby, Manager, John Bremer Co.

S. N. Robinson, Jr., Robinson Factors, Central Valley.

E. W. Nipe, Director-Manager, Sacramento Valley, California State Chamber of Commerce.

Edward R. Smith, Board of Directors, Stockton Chamber of Commerce; Smith & Hansen.

R. J. Tingley, Pacific Coast Manager, Holly Sugar Corporation.

E. L. Vollmann, Secretary, San Joaquin County Fair.

TAHOE CITY
R. H. Frank, Lake Tahoe Chamber of Commerce.

THORNTON
Louis Sardin, President, Thornton Progressive Club.

TRACY
William Larsen, Mayor, City of Tracy.

Robert Monaghan, Secretary-Manager, Tracy Chamber of Commerce.

Alfred Souza, President, Tracy C. of C.

TULUMINO

Fred Ellis, President, West Lumber Company.

YACAVILLE

J. W. Caughy, President, Yacaville, Chamber of Commerce; J. W. Caughy Co.

Col. Arthur Hoffman, Executive-Secretary, Yacaville Chamber of Commerce.

VALLEJO

Luthern B. Gibson, State Senator.

Donald Gillett, Mayor, John H. Gibson and Manager, Vallejo Chamber of Commerce.

Arthur H. Kenny, President, Vallejo Chamber of Commerce; Manager, Cheever & Co.

M. S. Tisdale, Washington Representative, Vallejo Chamber of Commerce.

WINTERS

Al Spencer, A. T. Spencer & Sons.

WOODLAND

Frank Heard, Mayor, City of Woodland.

Leonard Payne, Secretary, Woodland District Chamber of Commerce.

YREKA

George A. Wacker, President, Yreka Chamber of Commerce; Branch Manager, Bank of America.

Mrs. George A. Wacker, Executive Secretary, Yreka Chamber of Commerce.

Adair Wilson, Mayor, City of Yreka.

YUBA CITY

Howard Butler, Vice Chairman, State Chairman, Agriculture Committee; Harter Packing Company.

Outstanding Business-Education Day Planned

Committing Appointed, Working On Program

Ready to make this year's Business-Education Day the resounding success it was in its first San Francisco trial last year are some of the city's ablest planners and administrators, according to Chamber President Alan J. Lowrey and Superintendent of Education Dr. Herbert Clish, who this week jointly announced the following appointments:

EXECUTIVE COMMITTEE

Carl Zachrisson, N. W. Ayer & Son, Inc., Chairman; Gene K. Walker, Gene K. Walker Co., Vice-Chairman.

PROGRAM COMMITTEE

Ross Buell, Wells Fargo Bank & Union Trust Co., Chairman; Herbert Chisholm, Blake, Moffitt & Towne, Vice Chairman.

SUB-COMMITTEE

Charles Huse, Columbia Steel Co., Chairman, Company Participation Sub-Committee; Herbert Chisholm, Chairman, Announcements and Forms Sub-Committee; Edmund H. Briggs, Chairman, Special Instructions Sub-Committee.

Program Committee members will be announced next week, according to Mr. Lowrey.

— Second Century of Progress —

Groundbreaking Ceremony At San Francisco Airport

Groundbreaking ceremonies for the new \$6,700,000 administration building at the San Francisco International Airport will be held Friday, October 5, under auspices of the San Francisco Chamber of Commerce and the City and County of San Francisco, according to an announcement this week by Philip F. Landis, president of the city's Public Utilities Commission.

To be staged amid an extravaganza of aircraft display and in the presence of civic and business leaders of four counties, the ceremonies will mark the actual beginning of construction on the project which was authorized by a bond issue voted in 1949.

According to Aviation Department Manager John Gilchrist, the Chamber was asked to co-host the event because of its "long-standing interest in and support of the airport expansion program."



DISCUSSING PLANS for this year's Business-Education Day are, above (left to right), Randle P. Shields, Manager of the Chamber's Special Services Department; Grover Klemmer, School Coordinator on B-E Day, Board of Education; Ross Buell, Wells Fargo Bank & Union Trust Co., Program Committee Chairman; and Carl Zachrisson, N. W. Ayer & Son, Inc., Executive Committee Chairman.

Los Angeles, San Francisco, Oakland To Meet In Aviation Conference Here

"Los Angeles, San Francisco and Oakland agree to agree!"

Thus was heralded a unique meeting scheduled for today at the San Francisco Airport at which the chambers of commerce of Los Angeles, San Francisco and Oakland will establish a common policy in the field of commercial aviation.

John P. Gilchrist, Aviation Department Manager for the San Francisco Chamber, described the get-together as "almost unprecedented" to the extent

CLIP THIS! . . . and if you're going east next week, plan to attend the third International Advertising Convention of the Export Advertising Association, October 4 and 5, at the Plaza Hotel, New York City. The convention will be packed with thought-branking sessions, and the theme is "1952's Challenge to World Advertising." You'll bear of international marketing problems facing you and your firm.

that the three cities, usually considered strictly rivals, "are joining hands in a mutual endeavor—that of initiating a statewide program of promotion, development, and education in aviation matters."

Chairmen and members of the aviation committees of the three civic organizations will meet all day at the airport to discuss statewide legislative matters of mutual interest in the field and will attempt to lay groundwork for "a continued program and broader representation," according to Gilchrist.

"In the past it was discovered that certain state laws worked to the disadvantage of all three areas," Gilchrist said in mentioning one instigation of today's conference. "All three of us, for example," he continued, "have opposed attempts by certain state agencies to duplicate, through legislation, existing federal laws under the Civil Aeronautics Act."

Henry Eickhoff, Jr., Chairman of the Chamber's Aviation Committee, is host chairman of the conference. Representing Oakland is that Chamber's committee headed by Fred McCormac. Martin Burke is chairman of the Los Angeles Chamber's group. Together with aviation department managers, the total attending is approximately 20.

Hosts are the San Francisco Chamber in cooperation with United Air Lines, Pan American Airways and Trans World Airlines. Western Air Lines flew the Los Angeles contingent here this morning.

Chamber Honors National Business Women's Week



In recognition of National Business Women's Week this week, Chamber General Manager G. L. Fox presented a letter of congratulations to Miss Doris Dazier, president of the San Francisco Business and Professional Women's Club, which is the local sponsoring group.

"Having watched for many years the growing importance and effectiveness of women in our local and national affairs," the Chamber's message read in part, "we fully realize the vital contribution being made by women today to the life of communities everywhere."

Fox congratulated Miss Dazier on her group's part in the national observance designed to emphasize women's contribution to business.

Shillito To Join Chamber As New Assistant Manager

Robert M. Shillito will join the staff of the San Francisco Chamber next Monday as Assistant General Manager.

Since 1950, Mr. Shillito has been special assistant to the State Director of Public Works in Sacramento.

The post of Assistant General Manager of the organization has remained unfilled since September, 1950, when C. P. Tanner left to operate his own business.

Mr. Shillito's experience in chamber of commerce work includes positions as director of public relations and later assistant district manager for the Southern California District of the California State Chamber of Commerce and director of the State Chamber's Transportation Department.

He is married and the father of two children. His education includes a degree from the University of California at Los Angeles.

— Second Century of Progress —

UN Food Expert Says Asia Wants Farm 'Know-How'

There is a crying need and hunger in Asia for American "know-how—grass roots variety," Dr. Raymond W. Miller told members of the San Francisco Chamber World Trade Association and other groups attending a special luncheon last Friday at the Fairmont Hotel.

Dr. Miller, who is a consultant for the Food and Agricultural Organization of the United Nations, spoke on the subject, "Calories and the Community of Nations."

He revealed that the people of Asia are fully cognizant of their own problems, and the leaders of Asian countries with whom he has spoken have not once requested material aid, but have asked for information and technical assistance.

Hitting The HIGH SPOTS

with Walt Brown

John P. Gilchrist, the Chamber's Legislative Representative and Mgr. of the Civic Development and Aviation Depts., spent Mon. and Tues. of this wk. addressing members of the Eureka Rotary and Kiwanis Clubs and the Eureka Chamber's Municipal and County Gov. Comm. on the part the S.F. and others Chambers play in this important field . . .

Pacific Far East Line announces a new service for its shippers—o new type of portable security locker . . . **United Air Lines** will initiate o new one-stop coach service between S.F. and New York Sept. 30 at a new low price based on 4½ cents per mile . . .

University of San Francisco will open its evening division "certificate program in public speaking" October 2—particularly designed for the "young business man." Registration is Oct. 1, 7-9 p.m., at USF . . . **Herbert M. Stoll, Jr.**, has been appointed new mgr. of the S.F. sales and service office of Pitney-Bowes, Inc. He succeeds Frederick E. Wood here . . .



100,000 MILES IN THE AIR! Chamber of Commerce President Alan J. Lowrey (left) receives o plaque denoting membership in United Air Lines' 100,000-Mile Club from UAL Stewardess Natalie Frane, o Warren Burke, District Sales Manager for the airline, looks on. Lowrey, a Navy pilot in World War I, is Vice-President of the Union Oil Company. Burke is Chairman of the Chamber's Armed Forces Comm.

Consolidated Grocer Board Chief Addresses Chamber

Those Americans who are either apathetic or have a desire to experiment with social or economic theories that have proven fallacious in other countries were warned last Thursday that the present is no time for apathy, and that apathy and patriotism are complete strangers.

The warning was voiced by Nathan Cummings, chairman of the board of Consolidated Grocers Corporation and president of Rosenberg Bros. & Co., Inc., as he addressed a San Francisco Chamber luncheon held at the Commercial Club, on the subject, "Food and Living Conditions in Europe as Compared with America."

"Our free enterprise system," Cummings said, "has practically no counterpart in Europe. The ordinary European, lacking the advantages and opportunities that we in America enjoy, becomes easy prey for those supporting the social revolution that has been sweeping the countries of Europe."

Chamber President Alan J. Lowrey presided at the meeting which was attended by approximately 400 San Franciscans.

Overseas Investments

An increasing number of overseas firms and foreign governments are communicating with the San Francisco Chamber of Commerce regarding opportunities for the investment of American capital and "know-how." Three recent examples from Latin America are:

Colombia—motor transport. Commercial superintendent of Autovias de Colombia, Bogota, Colombia, states his country needs \$2,000,000 in equipment and parts, and "high monthly return on capital can be guaranteed to investors." (A new Colombian presidential decree provides free exit of capital and profits at any time.)

Colombia—vegetable oil crushing plant. 250 to 300 thousand dollar plant and equipment needed to take advantage of "large natural oil palm forests yielding up to 69% of weight in oil."

Uruguay—forestation. Owner of Soudan & Co., Montevideo, has sent complete details on investments in tree farms for "surprising profit involved for a minimum of risk." The country has few forests, imports \$10 million of wood annually but has available all requirements—land, favorable laws, etc.

Details in original letters are available in the Chamber's World Trade Department.

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WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Loren Bamert Wins Livestock Award

A typical Western cattleman who ranches the Mother Lode country in the state's grassland foothills, has been named "1951's Most Valuable Man in California's Livestock Industry" by the San Francisco Chamber of Commerce.

He is Loren Bamert of Ione, California—president of the American National Cattle-men's Association.



LOREN BAMERT

On October 27 at the Grand National Livestock Exposition, Bamert will receive a trophy from the Chamber for his outstanding contribution to the development of the livestock industry.

He was chosen for the annual award by a committee of top agricultural, livestock, governmental and science leaders who met under the auspices of the Chamber.

In making announcement of the award, J. W. Mailliard, III, Chamber Director and Chairman of the Committee, said, "Loren Bamert has been chosen as the recipient of this year's trophy because of the leadership he has provided the ranchers of California and the nation. His 'grass-roots' experience in the cattle industry has equipped him for his excellent work over the last 20 years."

"Grand National" Luncheon

Next Tuesday, October 9, the Chamber's Agricultural Committee will sponsor its traditional "Grand National Luncheon"—in the Vanderbilt Room of the Fairmont Hotel. Guests of honor will be Grand National officials and directors of the No. 1-A Agricultural District. Committee Chairman John Lawler urged Chamber members to secure reservations early.

Chamber To Co-Host At Groundbreaking For New \$6,700,000 S. F. Air Terminal

Dignitaries of four counties will gather in front of an extravaganza of aircraft display and witness the groundbreaking for San Francisco's new \$6,700,000 Airport Passenger Terminal tomorrow at 3 p.m.

Sponsored by the San Francisco Chamber of Commerce and the Public Utilities Commission of the City and County of San Francisco, the ceremony will be spiced with an exhibit of airplanes by all lines that use the airport and by flags of the nations to which they fly.

Mayor Elmer E. Robinson will present a welcoming message and speak on the importance of the undertaking to San Francisco. Henry Eickhoff, Jr., Chairman of the Chamber's Aviation Committee, will talk on the economic and financial importance of the airport to San Francisco. Philip F. Landis, Public Utilities Commission president, will be master of ceremonies.

The event marks the actual beginning of construction authorized by a bond issue voted in 1949. Invited to participate are citizens, mayors and boards of supervisors of San Francisco, San Mateo, Santa Clara and Alameda counties. Following the ground-breaking there will be a reception in the airport's firehouse.

"San Francisco stands out strongly as the major air terminal of the Pacific," Eickhoff said this week. Speaking of the new terminal building he continued, "This responsibility has demanded an expansion program running into millions of dollars to meet the continually increasing flow of commerce to and from all parts of the nation and the world."

—Second Century of Progress—

B-E Day Plans Move Ahead; Program Committee Named

As plans moved ahead this week for what is predicted will be a "resoundingly successful" Business-Education Day November 2, Carl Zachrisson, Chairman of the Chamber's B-E Day Executive Committee, urged local firms to submit their names for participation as early as possible.

"To make this year's program as successful as we plan it," Zachrisson said yesterday, "we must have responses as promptly as possible so that we may know exactly what firms will be taking advantage of this fine opportunity to host San Francisco's teachers."

He was referring to the "heart" of the Business-Education Day programs which is the opening of plants and businesses to the city's educators. The goal is an exchange of understanding and the groundwork for future cooperation between them and San Francisco's business elements.

Responsible for this year's elaborate programming in connection with the one-day

New Assistant Manager



ROBERT M. SHILLITO (above) this week took over the position of Assistant General Manager of the San Francisco Chamber of Commerce. Formerly special assistant to the State Director of Public Works in Sacramento, Mr. Shillito previously had wide experience in Chamber work. He was public relations director, then assistant district manager, for the California State Chamber in the Southern California district. Later he was director of the State Chamber's Transportation and Highway Departments. Married with four children, he is a graduate of the University of California at Los Angeles.

CLIP THIS! . . . The fifth annual San Francisco Art Festival will be held October 16-21 at the Palace of Fine Arts. Chamber members and their families are invited to enjoy paintings, sculpture, ceramics, metal craft and other special work by artists from nine Bay Area counties. Sponsored by the city's Art Commission, the Festival (admission free) will include special features such as concerts, dancing and drama. Doors will be open between 10 a.m. and 10 p.m.

(Continued on Page 4, Column 2)



General Business Activity

Report by the Research Department

TREND

August general business activity in San Francisco, supported by the financial and production factors, surpassed the previous month and also August last year but contained some factors which were below last August. This was due in part to the unusual activity in the trade and transportation fields following the outbreak of the Korean war a year ago. However, by early September of this year, retail department store sales had again moved ahead of the same period last year. Our business activity Index for August at 288.1 was 6% above July and 6.7% above last August. The 8 months average Index of 284.3 represented an increase of 15.1% above a year ago.

CONSTRUCTION AND REAL ESTATE

San Francisco building permits issued during August numbered 616 and amounted to \$2,424,869. The number was down 38.9% and the amount 84.2%. The 8 months cumulative permits of 3558 amounting to \$37,289,928 represented a marked drop from a year ago with number of permits off 17.7% and the amount down 25%. Preponderance of the decline occurred in the residential field.

San Francisco real estate deeds recorded during August numbered 1,422 and were down 26.2% compared to last August, with the 8 months cumulative transactions of 13,460 down 9.3%. There were 1,242 mortgages and deeds of trust amounting to \$11,095,683 and were off 29.7% in number and 19.8% in amount compared to last year.

FINANCE

San Francisco financial transactions in August, based on bank debits, amounted to \$3,012,072,000 or 10.9% above last August and carried the 8 months cumulative to \$23,517,381,000 or 21% above corresponding period last year. Bank clearings of \$2,280,655,000 were up 15.1%. Postal receipts of \$2,326,848 were 24.3% above last year and the 8 months cumulative of \$17,891,017 was 15.7% above corresponding period last year. San Francisco Stock Exchange transactions of 958,595 shares with market value of \$19,652,550 represented a gain of 5.5% in number but a drop of 10.8% in market value. The 8 months transactions were up 25.2% in number but off 5% in market value compared to last year.

There were 17 commercial failures reported by Dun & Bradstreet in August with liabilities of \$402,715 and assets of \$1,687,948. The California Street Cable R.R. Company bankruptcy case contributed a very large percentage of the August total.

TRADE

Retail department store sales in San Francisco, the San Francisco Bay Area, and the Twelfth Federal Reserve District in August were down 4% compared to the same period last year, according to the Federal Reserve Bank of San Francisco but the 8 months cumulatives for the three Areas were up 4%. August sales in Northern California were off 4% but the cumulative gained 3%. Southern California sales were down 5% but the cumulative rose 2%.

Independent retail store sales for 7 months were up 1%; department stores 5%; apparel 4%; furniture-household-radio 6%;

lumber-building-hardware 21%; drug stores 14%; but the food group was off 2% and automotive supplies off 9%.

Pacific Coast Wholesaler sales for the 7 months cumulative, according to the Census Bureau's latest report, were up 19%, and tied with the East North Central group for first place among the Regional areas. Sales in the United States were up 16% and in Mountain States up 16%. Automotive supply sales were up 33%; electrical group—full line—up 27%; furniture-household-radio 18%; hardware 38%; industrial supplies 90%; jewelry 26%; lumber-building materials 21%; machinery equipment 71%; plumbing and heating 63%; commercial refrigeration equipment 20%; beer 12%; drugs 22%; dry goods 7%; fresh fruit and vegetables 2%; groceries 6%; leather and shoe findings 21%; meat 31%; paper 30%; tobacco 7%; and wine and spirits up 2%.

EMPLOYMENT

More persons worked in San Francisco during August than in July and continued high level employment is anticipated during the rest of the year in the City. Employment in the San Francisco Metropolitan Area in August reached a new high of 1,005,700 persons, according to the State Department of Employment. Unemployment dropped to 25.00%.

TRANSPORTATION

In August there were 17,353 freight car movements or 5.4% fewer than a year ago, but the 8 months cumulative of 134,211 car movements gained 12.9%. Reports on San Francisco Airport for July (latest available) compared to a year ago reveal planes traffic in and out increased 27.9% to 9,238; passengers off and on numbered 130,800, an increase of 5.7%; air mail loaded increased 70.2%; but air express dropped 40.9% and air freight 19.4%. The 7 months cumulative traffic of both planes and passengers were 23% above last year; air mail loaded increased 82%; air express nearly 7%; and air freight 14.6%.

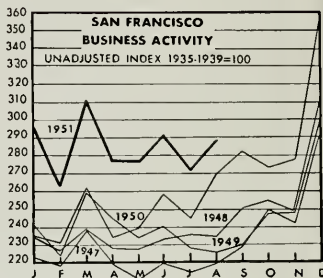
The Port of San Francisco reported 523,057 revenue tons handled in August, 81% below last year. Coastwise shipments accounted for 10,815 revenue tons; intercoastal 59,430 and foreign for 244,982; the balance was inland waterways movements. The 8 months cumulative shipments of all revenue tonnage increased 13%; but coastwise decreased 10.8%; and intercoastal 3.5%. Foreign shipments increased 32.7%.

There were 381 ship arrivals in San Francisco Bay in August compared to 410 last August and the 8 months cumulative amounted to 2,921 compared to 2,585 last year.

August fruit and vegetable receipts in San Francisco of 2,888 carlots or equivalents were practically identical to last August. Livestock slaughtered in San Francisco Area increased 6.8%. Receipts of butter at San Francisco were down 10.8%; cheese 24.8%; egg receipts were practically identical to last year but dressed poultry increased 24%.

INTER-CITY AND INTERSTATE TRAFFIC

The Bay Bridge in August established a new all-time monthly high of 2,678,178



vehicle crossings, 1.3% above the former high of last August, and carried the 8 months cumulative to 19,908,972 or 4.5% above last year. Golden Gate Bridge vehicle crossings in August of 1,079,454 were slightly below the all-time high of the preceding month and 9.8% above last year with the 8 months cumulative of 7,122,327 up 11.4%.

Reports from Northern California border checking stations reveal 93,538 out-of-State automobiles entered during August, which accounted for 56.7% of the total out-of-state entries, and carried 258,027 persons or 54.9% of the passengers carried by out-of-state cars; stage passengers entering the state numbered 35,511 and accounted for 48.2% of the state total.

TOURISTS AND SETTLERS

Tourists and Settlers written requests received in August by the San Francisco Chamber of Commerce established a new all-time high and nearly doubled August last year. The 8 months cumulative was up 25%.

MANUFACTURING

The manufacturing industries in the San Francisco Metropolitan Area (6 Counties) were employing 180,300 persons in July, according to latest reports of the State Department of Industrial Relations. This is 7.9% more than in July a year ago. Average weekly earnings of \$72.39 were 6.3% above last year. In the non-manufacturing field, Wholesale trade reported average weekly earnings of \$72.56; Retail trade \$58.51; Hotels \$43.63; and Laundry, Cleaning and Dyeing \$50.68.

UTILITIES

Sales of electrical energy in San Francisco during August were 6.9% above last August; industrial and commercial gas sales were up 3.8%; and commercial and industrial water consumption rose 1.8%. Cumulative electrical sales for the 8 months were up 8.8% and commercial and industrial gas sales 9.1%. (See note (f) at bottom of Table.) Commercial and industrial water sales gained 1.6%.

LIVING COSTS

The June quarterly Index for San Francisco at 188.4 is the latest available but the Index for Retail Food Prices for August reported at 234.4 was 1.3% below June but 7.9% above August last year.

Survey of Business Conditions in San Francisco

August, 1951

BRANCH OF ACTIVITY	AUGUST 1951	AUGUST 1950	PER CENT CHANGE	8 MONTHS 1951	8 MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S. F. C. of C. Index 1935-39 Avg. = 100	288.1	270.0	6.7	284.1	246.9	15.1
CONSTRUCTION PERMITS (2)						
Total.....(number)	616	1,009	-38.9	5,558	6,752	-17.7
Residential, New.....(number)	2,424,897	13,373,897	-81.2	37,289,928	50,241,008	-25.8
.....(value)	94	329	-71.4	1,945	1,945	0.0
Dwelling Units.....(number)	1,048,509	3,390,385	-69.1	11,927,649	24,837,063	-52.0
Single-family Units, New.....(number)	113	429	-73.7	1,969	2,590	-24.3
Two-family Units, New.....(number)	85	365	-77.1	1,730	1,730	0.0
Multi-family Units, New.....(number)	20	26	-69.2	103	292	-69.1
Non-Residential, New.....(number)	28	98	-79.6	259	999	-73.5
.....(value)	663,829	9,835,677	-93.3	11,977,663	15,806,892	-24.6
Additions, Alterations and Repairs.....(number)	515	642	-19.8	4,340	4,688	-6.8
.....(value)	712,340	2,147,445	-67.3	10,384,635	9,346,254	10.8
Housekeeping Dwellings.....(amount)	366,063	430,747	-15.0	2,933,123	2,857,741	2.6
Residential, Non-housekeeping.....(amount)	15,730	31,100	-49.4	159,537	422,400	-62.8
Non-residential.....(amount)	340,727	1,095,788	-79.9	7,037,096	5,567,455	26.4
REAL ESTATE (3)						
Deeds Recorded.....(number)	1,422	1,926	-26.2	13,460	14,840	-9.3
Mortgages and Deeds of Trust.....(number)	1,242	1,766	-29.7	11,183	12,463	-9.8
.....(amount)	11,055,683	13,826,897	-19.8	113,827,264	102,078,351	11.5
RETAIL DEPT. STORE SALES (4) San Francisco.....(index)	271	280	-3.2	259	249	4.0
FINANCE						
Bank Deposits (4).....(\$000)	3,012,072	2,714,983	10.9	23,517,341	19,443,059	21.0
Bank Clearings (5).....(\$000)	2,280,635	1,981,114	15.1	18,015,908	15,337,626	17.5
Postal Receipts (6).....(\$)	2,326,848	1,872,357	24.3	17,891,017	13,461,443	25.2
S. F. Stock Exchange (7).....(shares traded)	958,397	938,372	2.1	11,652,211	9,305,229	25.2
.....(market value \$)	19,652,350	22,032,411	-10.8	161,382,481	169,984,942	-4.9
COMMERCIAL FAILURES (8)						
Liabilities.....(number)	177 (*)	12	93.7	87	93	-6.5
Assets.....(\$)	402,715	178,462	125.7	2,090,997	3,338,869	-37.4
.....(1,687,948 *)		108,335	148.4	2,288,739	2,632,967	-13.7
MFG. INDUSTRIES—WAGE & SALARY WORKERS—						
BAY AREA (6 Counties) (9)						
Employment.....(number)	180,300(a)	167,100(a)	7.9	174,360(b)	156,681(b)	11.3
Payrolls.....(avg. wkly. earnings \$)	72.39(a)	65.09(a)	6.3	71.71(b)	65.13(b)	10.3
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundry, Cleaning, Dyeing.....(avg. wkly. earnings \$)	50.68(a)	48.52(a)	4.5	48.96(b)	46.38(b)	5.5
Wholesale Trade.....(avg. wkly. earnings \$)	72.56(a)	68.16(a)	6.5	72.07(b)	66.93(b)	7.7
Retail Trade.....(avg. wkly. earnings \$)	58.51(a)	55.81(a)	4.8	56.25(b)	53.67(b)	6.4
Hotels.....(avg. wkly. earnings \$)	43.63(a)	41.39(a)	5.4	43.28(b)	41.18(b)	5.1
PLACEMENTS IN S. F. (10)						
Commercial.....(total)	3478	3,645	-7.3	26,882	17,381	54.7
All Other.....(number)	849	1,028	-17.4	7,356	5,638	30.5
Foreign.....(number)	2,529	2,617	-3.4	19,426	11,743	63.4
TRANSPORTATION						
Freight Car Movements (11).....(number)	17,353	18,344	-5.4	134,211	118,836	12.9
S. F. Airport Traffic (12).....(number)						
Planes In and Out.....(number)	9,238(a)	7,223(a)	27.9	56,579(b)	45,921(b)	23.2
Passengers Off.....(number)	66,663(a)	64,335(a)	3.1	396,788(b)	325,275(b)	22.0
Passengers On.....(number)	64,206(a)	69,307(a)	-6.5	399,075(b)	321,101(b)	24.3
Air Mail Loaded and Unloaded (12).....(lbs.)	2,123,393(a)	1,247,530(a)	40.9	15,322,969(b)	8,512,682(b)	82.4
Air Express Loaded and Unloaded (12).....(lbs.)	430,535(a)	730,304(a)	-70.2	4,240,784(b)	3,977,145(b)	6.6
Air Freight Loaded and Unloaded (12).....(lbs.)	2,688,533(a)	3,336,408(a)	-19.4	19,106,128(b)	16,699,609(b)	14.6
Express Shipments (13) Rail.....(number)	143,369	148,759	-4.6	848,759	848,759	0.0
Air.....(number)	13,672	16,974	-19.5	112,788	122,207	-7.3
PORT OF SAN FRANCISCO (14)						
Total.....(revenue tons)	523,057	568,969	-8.1	4,490,399	3,974,720	13.0
Coastwise.....(revenue tons)	10,835	19,964	-45.8	85,305	95,638	-10.8
Intercoastal.....(revenue tons)	59,430	58,514	1.6	433,810	431,999	0.4
Foreign.....(revenue tons)	244,982	261,322	-6.3	2,307,840	1,663,870	32.7
CARGO VESSELS (S. F. Bay) (15)						
Arrivals.....(number)	381	410	-7.3	2,921	2,583	13.0
Departures.....(number)	386	390	-1.0	2,972	2,579	13.2
UTILITIES						
Electric Energy Sales (16) (k.w. hours).....(index)	218	204	6.9	234(f)	215	8.8
Industrial and Commercial Gas Sales (16).....(cu. ft.)	1,152,894,100	1,110,202,500	3.8	10,395,623,700	9,529,125,600	9.1
Water Consumption—Residential (17).....(cu. ft.)	121,311,000	127,033,000	-4.5	853,309,000	876,934,000	-2.7
Commercial and Industrial.....(cu. ft.)	160,944,000	198,069,000	-19.1	1,237,427,000	1,055,000,000	16.6
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (18).....(number)	1,179	763	34.1	7,767	6,213	25.0
Bridge Bridge Vehicle Crossings (18).....(number)	2,678,175	2,644,621	1.2	19,908,972	19,043,112	4.5
Golden Gate Bridge Vehicle Crossings (19).....(number)	1,079,454	983,371	9.8	7,122,327	6,391,333	11.4
DAIRY RECEIPTS (20)						
Butter.....(lbs.)	2,467,198	2,766,944	-10.8	21,227,205	18,963,831	11.9
Cheese.....(lbs.)	1,524,563	2,030,734	-24.8	12,990,621	12,697,688	2.3
Eggs.....(cases)	81,858	82,299	0.1	771,804	668,078	15.7
Poultry Dressed.....(cases)	1,767,664	1,827,000	-3.2	10,724,406	9,673,222	10.9
FRUITS AND VEGETABLES (20)						
.....(carlots)	2,268	2,286	0.1	13,438	14,910	-9.7
LIVESTOCK SLAUGHTER (20)						
Cattle.....(total number)	166,917	156,335	6.8	1,033,671	1,168,883	-13.1
.....(number)	38,561	34,333	11.7	250,375	250,375	0.0
Hogs.....(number)	10,123	10,619	-5.6	83,993	83,993	0.0
Sheep and Lambs.....(number)	76,799	73,608	4.3	511,368	525,257	-2.6
Poultry.....(number)	41,432	36,875	12.4	314,745	328,236	-4.1
* S. F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food.....(index)	237.4(c)	211.1(c)	12.5	241.0(d)	210.8(d)	14.5
Apparel.....(index)	201.3(c)	201.3(c)	11.0	199.6(d)	181.3(d)	10.1
Housing.....(index)	133.3(c)	133.3(c)	7.9	132.1(d)	125.1(d)	6.1
Fuel, Electricity and Ice.....(index)	92.1(c)	86.5(c)	6.5	92.0(d)	83.5(d)	7.7
House Furnishings.....(index)	182.0(c)	157.6(c)	15.5	179.6(d)	158.4(d)	13.4
Miscellaneous.....(index)	174.3(c)	174.3(c)	11.6	175.6(d)	175.6(d)	0.0
All Items.....(index)	188.4(c)	172.4(c)	9.2	188.6(d)	172.6(d)	9.3
RETAIL FOOD (21)						
.....(index)	234.4	217.2	7.9			

(*) New series; (a) July latest available; (b) Seven month cumulative; (c) June quarterly; (d) March-June quarterly average; (f) Last month's survey for 7 month average should have been 236; (*) Includes California Street Cable R. Co. Liabilities reported at \$115,000 and assets of \$1,622,000.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Harbor Commissioners; (15) Marine Exchange, Inc.; (16) Pacific Gas & Electric Co.; (17) Water Department, City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Department of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Wins In Move For ECA Use of Private Trade

United States-financed shipments to the Philippines for economic development henceforth will be handled through private channels, the San Francisco Chamber was assured this week by the Economic Cooperation Administration.

A follow-up to a recent protest by the Chamber against use by ECA of government procurement facilities in preference to private trading channels, the assurance came in a bulletin forwarded here by William Stanley Allen, Jr., chief of ECA's Philippine Branch. It promised "open competitive bidding" from now on.

Alvin C. Eichholz, Manager of the Chamber's World Trade Department, described the move as "a final favorable answer to our objection to by-passing experienced private trading firms."

— Second Century of Progress —

Smith Goes To Singapore

Victor B. Smith, president of the World Trade Association of the San Francisco Chamber of Commerce and vice president, General Mills, Inc., Sperry Division, left San Francisco this week for the Orient, where he will act as the official American export representative at the Regional Conference on Trade Promotion to be held in Singapore, October 9-18.

Sponsored by the United Nations Economic Commission for Asia and the Far East, the conference has for its purpose the promoting of trade among countries of the Far East and between the Far East and other parts of the world.

— Second Century of Progress —

Parade On 'Miracle Mile'

The "Mission Miracle Mile"—Mission Street from 15th to Army—tonight will be the scene of a mammoth illuminated parade. The event, which will start at 8 p.m., is part of a 10-day celebration of the signing of the Japanese Peace Treaty and is an enterprise of the Mission Street Merchants Association.

Chamber President Alan J. Lowrey and Paul A. Bissinger, former President, have been appointed honorary judges of the parade. Mayor Robinson will lead it.

Joseph S. Ravinsky, president of the Mission Merchants, has said that the event should surpass the one staged last year which attracted 200,000 people.

— Second Century of Progress —

Leverone Speaks To Execs.

Nathaniel Leverone, prominent Chicago manufacturer, civic leader and founder of Automatic Canteen Co. of America, will address members of the San Francisco Sales Executives Association tomorrow at a luncheon in the Palace Hotel on the subject "You Need Humor in Business."

Tickets may be obtained by contacting Mrs. Evelyn Power in Room 315, 625 Market Street, DOuglas 2-2361.

Industrial Expansion Continues High: Over \$13 Million For Area In August

August industrial expansion totals for the Bay Region continued high, according to the latest monthly report by the Chamber's Industrial Department. A total of 44 projects announced for August added \$13,273,840 to Bay Region industrial facilities and brought plant and equipment investment for the year to \$86,420,375.

The August figure was broken down into six new projects involving \$2,300,000 and 38 expansions representing \$10,973,840. San Francisco accounted for \$813,000 of this total with one new plant and nine expansions.

'Valley Days In S. F.' End With Acclaim From Visitors

"Valley Days In San Francisco" ended last Friday with enthusiastic expressions by business, civic and farm leaders of Northern California that they had "found out a lot" about this city's industrial and commercial facilities they hadn't known before, according to W. P. Fuller, III, acting Chamber President.

As the two-day trade development event—largest ever sponsored by the Chamber in points of area represented and scope of program—concluded with a tour of the Bay, Friday, in the "Great Golden Fleet," Fuller commented:

"Our guests went out of their way not to just 'be polite' but to register genuine approval of our plan to bring valley and city leaders together once a year. Without exception, the comments were highly flattering to our scores of local firm executives who devoted their time and money to showing the visitors our city."

— Second Century of Progress —

B-E Day Program Committee

(Continued from Page 1)

visit are members of the B-E Day Program Committee headed by Chairman Ross Buell of Wells Fargo Bank and Vice Chairman Herbert Chisholm of Blake, Moffitt & Towne. They are:

H. C. Bartlett, Macy's; Harold Belknap, Braun and Co.; Carl G. Brown, Jr., (California Casualty) Indemnity Exchange; Harold A. Burroughs, Atchison, Topeka & Santa Fe; Nathaniel S. Chadwick, E. F. Hutton & Co.; Edmund H. Driggs, Gene K. Walker Productions; George D. Gayle, Tide Water Associated Oil Co.; Walter A. Haas, Jr., Levi Strauss & Co.; William D. Hecht, United Air Lines; Don Helbig, H. S. Crocker Co., Inc.; Phelps S. Hunter, Hunter, Turrell & Dahl; Charles Huse, Columbia Street Co.; Leonard Joseph, Manufacturers & Wholesalers Assn.; L. D. Kiries, Brown & Bichel; Harley M. Leete, Baeter, Dietrich & Brown, Inc.; Richard L. McKee, Young & Rubicam, Inc.

William M. McNabb, Federal Reserve Bank of San Francisco; A. J. McNay, Standard Oil Co.; John A. Romick, A. A. Brown Co.; Jack Shields, National Association of Manufacturers; Francis G. Strautner, The Bank of California; and Eugene E. Whitworth, Pacific Gas & Electric Co. Louis H. Lundberg, Bank of America, N.T.&S.A., who was last year's Executive Committee Chairman, is acting in an advisory capacity this year.

Cumulative totals for the year through August are tabulated below.

San Francisco			
17 New plants	\$ 328,000	140 Jobs	
48 Expansions	3,727,592	351 Jobs	
65 Projects	\$ 4,055,592	491 Jobs	
Bay Region (12 Counties)			
64 New plants	\$ 16,082,700		
279 Expansions	70,337,675		
343 Projects	\$ 86,420,375		
Northern California (48 Counties)			
77 New plants	\$ 24,157,000		
312 Expansions	84,795,982		
389 Projects	\$108,953,682		

Among the outstanding developments reported in August were the following:

Steecher-Traug Lithograph Corporation of San Francisco announced an expansion program calculated to step up its plant production by over 35 per cent. The program includes installation of the world's first five-color offset press and the largest four-color offset press west of Chicago. This was to "meet the increasing demand for packaging and advertising material by the West's growing industries."

The Kaiser-Frazer Corporation has leased Shipyard No. 2, Richmond, from the government to establish a new plant to manufacture under subcontract to Boeing Aircraft. Extensive tooling will involve an estimated \$6,000,000 to prepare the plant for mid-winter production.

The E. J. Lavine Co. of Philadelphia has begun construction on a recently purchased 50-acre tract in Newark, Alameda County. The new plant will manufacture refractory brick for the steel industry. Production is scheduled to begin late in 1952.





Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Groundbreaking At S. F. Air Terminal Culminates Chamber Expansion Drive

Another air-milestone in the development of the area's commercial flying—long championed by the San Francisco Chamber—was reached last Friday at the International Airport. In dramatic groundbreaking ceremonies staged by the Chamber and the City before more than 250 persons, construction was officially begun on the airport's new \$6,775,000 passenger terminal.

In the warm breeze of an Indian Summer's day, civic, military and business leaders of the Bay Area heard Mayor Elmer E. Robinson trace the development and importance of the airport and Henry Eickhoff, Jr., describe its economic significance. Eickhoff, Chairman of the Chamber's Aviation Committee, spoke for the Bay Area's business element.

On the dignitaries' stand, in addition, were San Francisco Public Utilities Commission President Philip F. Landis, Manager James Turner and member V. S. Swanson; and Chamber General Manager G. L. Fox.

Construction of the terminal is the final step in a \$10,000,000 expansion program actively supported by the Chamber and voted in 1949 to care for plane traffic here which has quadrupled in ten years.

— Second Century of Progress —

Maritime Board Member To Speak Here Oct. 24

Robert W. Williams, one of the three Federal Maritime Board members, will tell San Franciscans of the progress of his group with emphasis on local interests, at a luncheon to be sponsored Wednesday, October 24, by the Propeller Club of the United States, Port of San Francisco.

Another in a series of events designed by the organization to provide San Franciscans with outstanding addresses on maritime matters, the luncheon will be held in the Concert Room of the Palace Hotel. It will be open to all interested, according to A. J. Pessel, Propeller Club secretary.

Other honored guests from the Maritime Administration will be Vice Admiral E. L. Cochrane, Administrator; San Francisco's W. F. Gatov, vice chairman; Francis T. Greene, Department General Counsel and A. J. Williams, Secretary.

Chairman of the meeting will be D. N. Lillevand, president of the local Propeller Club. Tickets at 2.50 plus tax may be purchased at the door.



Robert W. Williams



HENRY EICKHOFF, JR., the Chamber's Aviation Committee Chairman, is shown here on the speaker's stand at the air terminal groundbreaking held last Friday at the S.F. Airport. He is flanked by United Air Line Hostesses Paula Steinbach (left) and Evelyn Palmer.

Livestock Controls Unfair, Meat Institute Chief Says

"The present position of the American Meat Institute and the livestock and meat industry on price controls is that existing regulations on various classes of meat and livestock are impossible of administration, unfair and injurious to the industry, and harmful to the nation's meat supply."

This statement formed the basis of E. W. Stephens' remarks when he addressed the Chamber Agricultural Committee last Tuesday at the Fairmont Hotel. Stephens is Western Director of the American Meat Institute and a member of the Committee.

"The situation will get progressively worse unless controls are promptly removed," he said. "We sincerely believe this would be in the interest of the public as well as the livestock and meat industry."

"It has proved that the OPS controls have disrupted the meat supply of consumers, put a premium on dishonesty, benefited only the people who ignore them and penalized honest operators who observe them."

Chamber To Greet 100 New Members

Approximately 100 new members of the San Francisco Chamber of Commerce will receive an official welcome next Monday, October 15, at another of the Chamber's "assimilation meetings" designed to acquaint newcomers with the work of the organization.

Persons from many varied walks of local business life who have joined the Chamber recently will be greeted by Chamber President Alan J. Lowrey and hear an address by General Manager G. L. Fox on the work of the Chamber. Fred B. Rice, president of the Second Century Club under whose auspices the meeting will be held, will act as chairman.

Following the luncheon, new members desiring to see the Chamber staff "in action" will be taken on a complete tour of the organization's offices.

— Second Century of Progress —

West Coast Shipping Man Urged For Canal Board

Appointment of a Pacific Coast shipping man to the board of directors of the Panama Canal Company was urged last week by the Chamber in a letter, authorized by the Board of Directors, to Secretary of the Army Frank Pace, Jr.

The Panama Canal Company is the body that fixes shipping tolls through the waterway. "Most of its board members are former Army officers or government officials," said Gerald H. Trautman, chairman of the Coordinating Committee of the Chamber's Transportation Department.

He explained that through recent legislation, all civil duties of the Canal administration have been separated from the military and assigned to the Panama Canal Company. "Members of our Committee," he said, "feel there is urgent need for representation there by a west coast shipping person."

— Second Century of Progress —

Foreign Trade Convention Draws Six San Franciscans

Six leading San Francisco world traders are scheduled to attend the 38th National Foreign Trade Convention at New York's Waldorf-Astoria Hotel, October 29-31.

Traveling east for the meet will be Frank M. Jacobs, export-manager, Union Oil Company and vice president of the Chamber World Trade Association; Charles L.

(Continued on Page 4, Column 1)

Powell And Market — Fort Bliss, Texas!



"LADY, POWELL AND MARKET'S THAT-A-WAY." Traffic Officer Anthony Piazza tells Mrs. Pat Adair, secretary to Chamber Public Affairs Department Manager John P. Gilchrist. Mrs. Adair wasn't lost, however. She was merely on her way back to the Chamber with the "Powell-Market" street sign which was provided by the City Engineer's Office to enable the Chamber to service a request from Texas. The request?—only that the boys of San Francisco's own 728th Anti-Aircraft Gun Battery at Fort Bliss were lonely for a bit of San Francisco and WANTED A STREET SIGN. As usual with such communications through the Chamber—"request granted!" The sign is on its way to Texas now.

"Hire The Handicapped!" Oil Week Placards Offered

As "National Employ the Physically-Handicapped Week" progressed this week, Chamber President Alan J. Lowrey urged San Francisco employers to consider hiring more handicapped persons whenever and wherever possible.

"People with non-visual handicaps are a difficult placement problem," Mr. Lowrey pointed out. "Anything that can be done to aid them in gaining useful and suitable employment for which they are qualified is a service to them and to the community."

Mr. Lowrey suggested to employers that they make personnel inventories and plant analyses during this week; and, if openings for such men and women are found, to contact the nearest office of the State Department of Employment.

— Second Century of Progress —

Management Workshop

Advanced sales management instruction will be offered in the Second Annual Workshop on Professional Sales Management to be held Monday and Tuesday, October 15-16, at the University of Santa Clara. Those in sales or related fields are urged to register (fee, \$23) by writing the University's Bureau of Research. The Workshop is sponsored by the University, the Sales Executives' Associations of San Francisco and San Jose and the Sacramento Sales Executives' Club.

Cooperating with the entire oil industry in observance next week of "Oil Progress Week," the Chamber will provide placards honoring service station men for display in local store and office windows, General Manager G. L. Fox announced today.

"Starting Sunday, the observance will salute the nation's station operators for their role in community life—for being 'ambassadors of good will' and providing the final link between a vital industry and the public," Fox said.

Those wishing the placards for window display may secure them by telephoning the Chamber, EXbrook 2-4511, Ext. 77.

— Second Century of Progress —

World School Scholarships

The Bank of America, N. T. & S. A., has just made available two graduate scholarships of \$3,000 per year each for the School of World Business of San Francisco State College. One student each will be selected from among those recommended by the bank's Japanese branch and its Philippine branch. Examinations are now being given in both countries and the winning students will begin the February semester here.

These are the first scholarships given by the School's board of associates, of which L. M. Giannini is general chairman.

Chamber OK's Calf Purchased By Boy

Chamber Vice President J. W. Mailiard, III drove down the rugged coastline of the San Francisco Peninsula and into the ranchlands of Monterey this week to put his brand of approval on a young Angus calf—weight, 600 pounds; price, \$208.

As Chairman of the Chamber's Grand National Committee, Mr. Mailiard answered a call of duty and pleasure combined—occasioned through the purchase of the calf by a young Monterey 4-H Club member, Bill Rossi.

Earlier this year Bill had been San Mateo County winner of the Junior Grand National Calf Scramble at the Cow Palace, sponsored by the San Francisco Junior Chamber of Commerce. The San Francisco Chamber, as part of its continuing program of enhancing farm-city relations, donated \$125 toward purchase of the calf as young Rossi's prize.

Since then the youthful rancher has been scouring the countryside for "just the right calf" and he found it the other day.

"Inspection" Required

He wrote for the Chamber's "committee" to come down and inspect the animal—part of the rules of the award. Almost before the calf had made itself at home, in whisked Mr. Mailiard and Randle Shields, Manager of the Chamber's Agricultural Department—the committee.

They examined the animal and approved it forthwith, congratulating young Rossi on his eye for beef.

Now it will be the youngster's responsibility to care for the calf and raise it for exhibition in next year's Junior Grand National—keeping the Chamber posted on his progress.

Joseph R. Mixer, general manager of the Junior Chamber, said this week to Mr. Mailiard, "Your participation in this project has for its result the bringing of the rural areas of California into closer touch with your business element and with the City of San Francisco."

"The overall program has generated an untold amount of good will for the business firms of San Francisco by pointing out to the rural citizens the genuine interest our businessmen have in their welfare."

— Second Century of Progress —

Community Chest Sponsors Panel On Age Problems

The public has been invited by the local Community Chest to attend a panel session of the major findings and recommendations to come out of the Governor's Conference on the Problems of the Aging. The session will be held at 8 p. m., Wednesday, October 24, in the Commerce High School Auditorium.

Two other meetings on the subject have already been held. Like the forthcoming panel, they were sponsored by the San Francisco Community Chest's Social Planning Committee in cooperation with the Adult Education Division of the San Francisco Public Schools.



DON'T MISS

Chamber Night

at the

GRAND NATIONAL LIVESTOCK EXPOSITION

8:00 P. M. SATURDAY NIGHT, OCTOBER 27, 1951

at the famous

COW PALACE

The annual Grand National Livestock Exposition has taken the lead in Western Stock Shows and is rapidly establishing San Francisco as the "Livestock Capital of the West"! Let's have a GREAT Chamber turnout for this Show of National Championships!

Special Invitation!

All members of other Chambers of Commerce are invited to join in the observance of "Chamber Night." Send the coupon below for single seats or block reservations.

You'll See . . .

MILLION DOLLAR HORSE SHOW!

Blue bloods of the Horse world will furnish a highlight of the evening.

CHAMPIONSHIP RODEO!

America's top professional stars will perform in world championship rodeo events.

NEW ARENA SHOW!

New and thrilling features include Wild Horse Stampede, Dude Martin and Band, "Roundup on the Range," Boom-Town Quadrille.

Blocks of tickets are being reserved for Chamber members. Take advantage of this . . . sell-outs are expected!

MAKE YOUR RESERVATIONS DIRECTLY WITH THE COW PALACE

Grand National Livestock Exposition and Horse Show
Cow Palace, San Francisco 24, California

Please reserve . . . seat(s) for me at \$2.50 each for "Chamber of Commerce Night," October 27, at the Grand National. If additional reservations are desired for other nights, please specify.*)

Check
Enclosed

Name.....

Firm.....

\$ Address

*

(Exposition run is October 26 through November 4)



Honor For Livestock Leader

LOREN BAMERT of Ione, Amador County — president of the American Cattlemen's Association — will receive the Chamber's award as the "man of the year" in California's livestock industry.

VISIT OUR BOOTH!

Maps, literature and information on San Francisco and the Exposition will be available as always at the Chamber's "Hospitality Booth" inside the pavilion.

*Please Make Your
Reservations Early!*

Seats—\$2.50 each
(tax included)

★

Other seats—\$1.20 and \$2.00
Box seats \$3.50

Hundreds Gather For Air Terminal Dedication At San Francisco Airport



THIS WAS THE SCENE of Friday's ground-breaking for the \$6,775,000 terminal building

at San Francisco's airport. More than 250 persons witnessed the ceremonies, held within a

giant semi-circle of aircraft display. Mayor Robinson and Henry Eickhoff, Jr. spoke.

Local Men At Trade Week

(Continued from Page 1)

Wheeler, executive vice president, Polk & Talbot, Inc. and an International Development Advisory Board member; Henry Drath and John Alter, International Banking Department, Bank of America; Walter Nelson, treasurer, Frazar & Hansen, Ltd.; M. J. Buckley, American President Lines; and Alvin C. Eichholz, Chamber World Trade Department Manager.

Jacobs will represent the West Coast on one of the Convention's most important panels—"Current Trade Problems."

Eichholz will remain in the east day following the national meet to attend a special gathering of world trade managers of chambers of commerce and other organizations where matters of mutual interest will be discussed.

Tune Your Dial To...

... Channel 5, Station KPX, on October 15, at 9:30 p.m., for the first program of the San Francisco Junior Chamber's television series, "What's Your Opinion." Each week topics of public interest on the local, national and international scenes will be discussed on the program produced under the auspices of the Junior Chamber, KPX and a Citizens' Advisory Board.

"Are the Brakes on Inflation Holding?" will be the provocative subject of the inaugural telecast. TV cameras will bring into view moderator Dr. J. Paul Leonard, San Francisco State College president, and panel members OPA Regional Director John H. Tolan; Loren C. Bamerl, president, American National Livestock Association; Mrs. Kathryn Gehrels, attorney and housewife, and a representative of the Retail Meat industry whose name had not been announced as BAY REGION BUSINESS went to press.

Hitting The HIGH SPOTS

with Walt Brown

Port activity this yr. may top 1950's three-year high! From Jan. through Aug., 4,490,399 revenue tons of cargo have moved in and out of the Port—compared to 4,354,869 last yr. Intercoastal and Inland Waterway traffic show particular increases for Aug., '51 over Aug., '50: 3,000 tons increase for Intercoastal and 10,000 tons increase for Inland. ... **Wanted in Mexico:** "Congenial partner with car and some capital for publicity business; must be willing to travel through Mexico with scenic photographer." That's what the letter says; check this dept. for further details if you're interested. ...

W. J. Gilstrap, v.p.-mgr., Foreign Dept., Wells Fargo Bank, was the World Trade Assn.'s speaker at luncheon yesterday in the Flman... **You're invited** to an open house today and tomorrow, 1-4 p.m., at Goodwill Industries of S.F.—986 Howard St. There'll be plant tours, exhibits, a fashion show and—**leo**... **Pacific Northwest Personnel Management Assn.'s** 13th Annual Conference will be held at Portland, Multnomah Hotel, Nov. 1-2-3. C. Lloyd Thorpe of Guy F. Atkinson Co., So. S.F., wants you to know... **"Coordinating Advertising & Sales"** is the course just beginning. Wednesday evenings, at Golden Gate College; this might be for you.

Chamber Writes OPS Chief About Price Regulation 61

Ceiling Price Regulation 61 was the provocation for a recent communication from the San Francisco Chamber to Washington officialdom.

Following study of the regulation and recommendation by a specially-formed subcommittee of the Chamber's World Trade Department, Price Stabilization Director Michael V. DiSalle was advised in a letter written by Chamber General Manager G. L. Fox that San Francisco world traders felt:

- (1) They should be allowed to select various representative quarters for product lines within the base period rather than be required to use the same quarter for all lines;
- (2) That CPR 61-permitted markups also should be applied to United States territories and possessions;
- (3) That recognition of price differentials customarily used by exporters in various foreign markets is needed in the regulation;
- (4) That provision should be made in CPR 61 for the increased cost of doing business.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Committee Work Behind Reduction In Fire Insurance Rates

San Francisco's new fire insurance classification which will ultimately reduce local insurance rates was brought about through an extended program of cooperation between the Chamber through its Fire Safety Committee and these other persons and groups, according to W. P. Fuller, III, Acting Chamber President—Mayor Elmer E. Robinson, the fire insurance industry, Fire Chief Edward P. Walsh and other City Departments.

Announced last week by the San Francisco Chamber, the new classification was reported to this organization by the National Board of Fire Underwriters and the Pacific Fire Rating Bureau.

For fire insurance purposes, San Francisco has advanced from Class III to Class II, according to the Chamber and spokesmen for the fire insurance industry. This is the first time this classification has been attained here. Only two other cities—Portland and Seattle—in the western states have this rating.

It was reported that "the upgrade in classification comes as a result of a recent re-survey made by the National Board of Fire Underwriters, superseding the old Class III grading made in 1948. Improvements made in local fire protection and fire fighting facilities have brought about the new classification. The improvements resulted from three and one-half years of organized effort by the City administration, the Fire Department, and Chamber committee men.

(Continued on Page 4, Column 2)

— Second Century of Progress —

Civil Defense Meeting Tuesday For Merchants

"Prepare now" is the watchword of the Retail Merchants Association of the San Francisco Chamber which this week was asked to help establish district organizations for protection against possible enemy attacks or other disasters.

The request for cooperation came from Admiral A. G. Cook, (Ret.), Director of the Disaster Council and Corps of the City and County of San Francisco. He called for a meeting of District Merchants Association Presidents with Disaster Council authorities for the purpose of setting up an "organizational plan" on a district basis.

Scheduled for 8 p. m. Tuesday, October 23, the meeting will be held in the Directors' Room of the San Francisco Chamber Building, 333 Pine Street.

District Merchants Association Presidents have already indicated that they will cooperate with the City's Disaster Council, "to the fullest degree."

Mixer Manages Domestic Trade

Joseph R. Mixer has resigned as secretary-manager of the San Francisco Junior Chamber of Commerce to become manager of the Domestic Trade Department of the San Francisco Chamber of Commerce, it was announced this week by G. L. Fox, Chamber General Manager.

He replaces Carroll Snyder who resigned at the start of this month.



JOSEPH R. MIXER

"Mr. Mixer brings much valuable experience and many worthwhile assets to the San Francisco Chamber," said Fox this week. "He has an outstanding record as manager of the Junior Chamber where his successes in working with people and in administrative and organizational duties will stand him in good stead in his new domestic trade work with us."

Elmer D. Samson, President of the Junior Chamber of Commerce, said:

"Joe Mixer's period of service with the Junior Chamber has been completely successful. Speaking for all of our members, we accept his resignation with the deepest of regret and yet with the greatest wishes for his continued success."

Mixer has been Manager of the Junior organization since February, 1950. Prior to that time he was securing his Master of Business Administration degree at Ohio State University where he was also assistant secretary of the Y.M.C.A. He is a graduate of the University of California at Berkeley where he was student body president in 1943.

His first major project as Manager of the Chamber's Domestic Trade Department

(Continued on Page 4, Column 1)

More Firms Urged To Join B-E Day Participation

As business-firm sponsors of this year's "Business Education Day" prepared to attend a huge "orientation meeting" next week, this event's program chairman, Ross Buell, announced that there is still time for additional firms to be added to the sponsor list.

"Approximately 2,400 teachers," he said, "have already been assigned to plants, offices and other business installations. Business firms that wish to take advantage of a group visit by local educators—600 remained to be assigned—may call Randle P. Shields, staff administrator for B-E Day, at the San Francisco Chamber, EXbrook 2-4511."

This year's Business-Education Day "orientation meeting" will be held in the Pacific Gas & Electric Company's auditorium, 245 Market Street, at 10:45 a. m., October 23.

At this meeting business representatives will receive their final briefing on plans for Business-Education Day, scheduled for November 2. The "orientation meeting" is described as the "largest annual gathering of San Francisco business executives in behalf of education."

Chairman Buell will report on the progress of the Chamber committee which has been working since early in September on the details of the program. "Keynoters" will be Louis B. Lundborg, last year's executive committee chairman, and Bert Levitt of the San Francisco Board of Education.

— Second Century of Progress —

Grand National Important To S. F. Economically

Every type of business feels the beneficial results of the multimillion dollar Grand National Livestock Exposition, Horse Show and Rodeo which each year serves as San Francisco's climactic salute to the west's agricultural and livestock industries.

This was the observation this week of J. W. Mailliard, III, Vice-President and Chairman of the Grand National Committee of the San Francisco Chamber of Commerce.

Championship livestock from all parts of the country will roll into the huge Cow Palace for this year's show which will be held October 26 to November 4, inclusive.

An estimated \$7,000,000 to \$10,000,000 in new money is sent coursing through the trade channels of San Francisco each year because of the great Exposition staged at the Cow Palace, according to Porter Sesnon, president of the No. 1-A Agricultural District. This is the California State agency

(Continued on page 2, column 2)



NEW CHAMBER MEMBERS and Second Century Club members gathered in an "orientation meeting" for newcomers this week. Shown above is a portion of the group as they lunched.

Chamber Action Protects U. S. Marine Insurance

A recent ECA recommendation relating to Philippine Imports which was protested by the San Francisco Chamber of Commerce as discriminatory to American Marine Insurance companies, has been rescinded.

"The recommendation, which has proved highly alarming to American marine insurance firms, appeared in the August 30, 1951 memorandum of the Small Business Unit of ECA relating to 'procurement of commodities for resale in the Philippines,'" Fox said. "It was that ECA-financed shipments to the Islands should be covered by insurance paid for in pesos, and not in dollars.

"This recommendation automatically eliminated American marine insurance companies from participating in this substantial business, and it was clearly contrary to the intent of the 81st Congress when it passed Public Law 47."

The recommendation was promptly protested by the Chamber and by the Association of Marine Underwriters of the United States in letters and telegrams to the ECA and Congressmen as "extremely unfair to American companies which for years have been insuring shipments of goods to the Philippines."

ECA replied last week that the recommendation was an unintentional "misstatement" and that the ECA Mission in Manila had been requested by cable "publicly to correct the original statement."

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RCA Begins New Service Between Guam And World

Full facilities for commercial radio service of all types between Guam and all parts of the world were put into operation early this week by RCA Communications, Inc.

The Chamber was advised that the new service makes RCA the only international communications carrier with service to Guam. In the past, cable service was offered by Commercial Pacific Cable Company but this was discontinued October 10.

Radio-telegraph, radio-telephone and radio-photo service are all available, according to the company which looks on the new facilities as "a valuable new link" in its trans-Pacific and world-wide communications system.

Western Firms To Receive ECA Data From S.F. Office

Action by the San Francisco Chamber's World Trade Department has once again resulted in a direct benefit for San Francisco firms.

The benefit came in the form of an announcement by the Office of Small Business of the Economic Cooperation Administration that firms and individuals in the eleven Western States, presently on its mailing list, henceforth would receive ECA Small Business information directly from San Francisco rather than from Washington, D.C.

The Chamber's World Trade Department had received numerous complaints from local firms declaring that eastern companies were operating with an unfair advantage in bidding on ECA business because of their proximity to the release point of information—Washington, D.C.

The Chamber Department appointed a special committee which found the complaints from local firms were justified and asked ECA for local release and dissemination.

Grand National Economically Important To S. F.

(Continued from Page 1)

which operates the Cow Palace and sponsors the Grand National Shows.

"As a direct result of this stimulus, every citizen is benefitted to a greater or lesser degree," Sesnon declared. "Attendance figures during the 14 performances which stretch toward the 200,000 mark draw heavily upon the farmer and his family living in the Sacramento and San Joaquin valleys; the livestock enthusiast from Oregon, Washington or Utah, Nevada, Arizona and Texas."

An estimated 30,000 to 40,000 out-of-town persons are attracted to San Francisco each year by the Grand National, he said.

These people spend considerable sums here on food, drink, other nourishment, housing and in retail stores, according to Sesnon.

"This huge flow of money is started months before the first livestock is vanned into the huge Visitation Valley plant in preparation for the annual showing," he

New Members Welcomed At 'Orientation Meet'

Scores of new members of the San Francisco Chamber of Commerce were "introduced" to their organization at an orientation meeting held in the Commercial Club last Monday noon. It was another in a regular series of luncheons sponsored by the Second Century Club of the Chamber to acquaint newcomers with its work and personnel.

W. P. Fuller, III, Chamber Vice President, welcomed the new members on behalf of President Alan J. Lowrey, now in the East. Fred B. Rice, president of the Second Century Club, then turned the meeting over to Chamber General Manager G. L. Fox. Fox presented a compact "picture" of the organization including its structure, delineations between its "service" and "project" activities and a resume of recent outstanding accomplishments.

Following the meeting, the group toured the Chamber offices.

— Second Century of Progress —

Districts Christmas Contest Registration Started

Are you out to win the Fifth Annual Christmas Decorations contest? Such is this week's \$64 question to District Members of the Retail Merchants Association.

With only 56 shopping days left 'til Christmas, Presidents and Secretaries of the District Associations have been asked to register as contestants in the yearly event and to notify D. P. Street, Managing Director of the Retail Merchants Association, regarding streets to be decorated during this year's Christmas season.

"As in years past," Mr. Street said, "the various district decorations entered in the contest, sponsored by the San Francisco Chamber of Commerce, will add greatly to the general festive spirit of our City."

continued. Among the first projects that induce the flow is the upkeep and improvement of Cow Palace facilities, which keeps up on a year-around basis. Promotional and managerial details concerning the Grand National add their share to the new flow of money into San Francisco cash registers.

Livestock arriving here by railroad, truck and trailer brings more money into the city's coffers as hay, grain and other feeds are purchased, according to Sesnon. Horse Show exhibitors, rodeo performers and other principals of the Arena shows and livestock displays add their respective shares along the way.

"All of these activities are climaxed by the influx of people brought into the city to see the show," he continued.

Finally, the beneficiaries of this "financial colossus" are not just the merchants who take the money in over their various counters, Sesnon pointed out, but the people themselves. . . "as the dollars keep right on rolling."

Chamber Urges Federal Maritime Board To Allow Operating Subsidy For APL

The San Francisco Chamber of Commerce has filed a brief with the Federal Maritime Board urging that an adequate operating differential subsidy be allowed to American President Lines to enable that organization to maintain its passenger liner service between San Francisco and the Orient on Essential Trade Route No. 29.

Although A.P.L. has had a subsidy contract since October 6, 1938, no subsidy payments have actually been made to the line since the outbreak of World War II. Since it did not operate passenger liners during the war and immediately afterwards, A.P.L. relinquished claim to any subsidy prior to January 1, 1947.

In the brief filed with the Federal Maritime Board this week, Walter A. Rohde, Manager of the Chamber's Transportation Department, cited a vast amount of evidence showing that the foreign flag vessel competition on the trans-Pacific route since January 1, 1947 has been keen and has constantly been on the increase. The brief declared that new and faster foreign vessels are constantly being introduced in this trade and that there is other potential foreign competition.

In addition, Rohde showed that a large number of passengers who ordinarily use A.P.L.'s trans-Pacific service are now traveling between the Far East and Europe or the eastern part of the United States on foreign vessels operating via the Suez Canal. This is due in large part to devaluation of the British pound and other foreign currencies. Other traffic which A.P.L. has lost to foreign competition is that between Japanese and Chinese homelands and their colonies in South America and the West Indies.

The Chamber brief pointed out that for nearly a century San Francisco has been the headquarters and home port of American President Lines and its predecessors; that their passenger services have contributed very materially to San Francisco's industrial and commercial development, and that its industries and merchants have benefitted from the purchase of large

quantities of fuel, provisions and ship's stores.

Although possible discontinuance of A.P.L.'s liner service would have serious consequences to the community, Rohde pointed out that even broader and more far-reaching implications are involved. The liners President Cleveland and President Wilson are a symbol of American power and prestige to the people of the Orient. Their withdrawal because of lack of an adequate operating subsidy "would be a tragic blow to American prestige."

"That the richest nation on Earth could not or would not maintain passenger liner service into Far Eastern ports when other less opulent nations are expanding and improving their services, would be a confession of weakness to the free peoples of the Far East and those of the Communist world," said Rohde in the brief.

G. L. Fox, Chamber General Manager, said this week that a "great deal" is involved in this matter.

"Should the line be forced to abandon its trans-Pacific passenger service," he declared, "it would mean that San Francisco and the surrounding area would immediately lose many millions of dollars in purchases."

"Every time the Wilson or Cleveland has a turn-around here, each leaves approximately a half million dollars in the community's coffers."

"However, as the brief indicates, it is even more important to keep the American flag flying on trans-Pacific passenger vessels."

Self-Employed Persons Now In Social Security

By Charles H. Shrove
Manager, San Francisco Field Office,
Social Security Administration

(Many self-employed persons to whom Social Security was extended on January 1, 1951, do not know they are now under its coverage. As a service to its members, the San Francisco Chamber of Commerce will run a series of articles of which the following is the first, briefly explaining changes in the Social Security law as it applies to the self-employed.—Ed.)

Almost five million self-employed persons have had the protection of Old-Age and Survivors Insurance since January 1, 1951. Many of them will first learn of it when they file their income tax returns next March and find a section for reporting Social Security tax on net earnings from their trade or business.

Those now 62 years of age or older will be able to qualify for retirement payments for themselves and their wives in as little as a year and a half, with retirement payments varying from \$23 up to \$120 a month. In case of death, survivors' payments range up to \$150 a month for families.

Sole owners, partners, independent contractors and practically everyone working for himself (excepting a few professions named in the law) are covered if net earnings amount to at least \$400 a year. They will pay 2 1/4% tax on net earnings up to \$3600 a year. Thus the cost of Social Security protection can run from \$9 to \$81 a year for a self-employed person.

Subsequent articles in this series will give additional important information on Social Security for the self-employed.

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Bureau of Mines Luncheon

The regional heads of the United States Bureau of Mines will be honored at a special luncheon meeting of the San Francisco Chamber's Mining Committee tomorrow at the San Francisco Commercial Club. Attending will be Assistant Secretary of the Department of the Interior Robert R. Rose, Jr., the Acting Director of the Bureau of Mines Thomas Miller and the Commonwealth Club's Minerals Section.

San Francisco Airport Significant Force In Economy Of Area

Recent ceremonies at the San Francisco Airport which officially touched off construction of the new passenger terminal and administration building brought into focus some highly impressive facts, according to Henry Eickhoff, Jr., Chairman of the Chamber's Aviation Committee.

These facts, he said, concern the economic importance of San Francisco's airport to the area and point up once again the "vast significance of the entire airport expansion program which the Chamber, the city and other agencies have backed so vigorously."

Eickhoff revealed that four of America's largest certificated carriers, a feeder service, four overseas lines and two leading air freight lines, all render service to and from the San Francisco Airport in all di-

rections. In addition, there are nine non-certificated lines on the field.

He stated that 5,600 persons are employed by the certificated airlines with a total payroll of \$25,000,000.

When the local purchases of supplies and equipment for the airlines—\$12,000,000—are added to the payroll figures, the combined outlays for wages, salaries and supplies for the field's operation total \$37,000,000. This figure does not include the City and Federal Employees at the airport or employees of charter lines, cargo carriers and other public service organizations.

Eickhoff also noted that the \$30,000,000 investment in the San Francisco Airport by the people of San Francisco "is indeed an impressive one."

He said it has been estimated that the 1,250,000 passengers who pass through the airport annually spend between \$20,000,000 and \$30,000,000 in San Francisco and the surrounding area.

He drew attention to the national and international aspects of the airport by citing the wing markings which can be seen on the airplanes using the field's facilities—American Airlines; British Commonwealth Pacific Airlines; California Central Airlines; Canadian Pacific Airlines Limited; Flying Tiger Line; Pacific Southwest Airlines; Pan American World Airways; Philippine Airlines; Slick Airways; Southwest Airways; Trans World Airlines; United Air Lines and Western Airlines.

Chamber Pays Respects To Oil Progress Week

Service station operators play a key role in the community life of San Francisco. G. I. Fox, Chamber General Manager, declared this week in a statement on behalf of the Chamber, in observance of Oil Progress Week.

"Our service station dealers," Fox said, "are, in a real sense, unofficial ambassadors of good-will for the community. A station dealer is very often the first local man most out-of-town visitors meet. He is the person by whom these people form their first judgments of our town—and thanks to him, these impressions are usually good."

"Out-of-town visitors look to a service station dealer for information and recommendations on local stores, hotels, amusements, and services. By his hard work, his integrity, and above all, his cheerful way he constantly renders service, he has won the respect of all who know or meet him."

Service station operators throughout the nation are being honored by the oil industry during the celebration of Oil Progress Week, October 14-20.

New Association



Edward Thompson Haas (left) and Robert M. Haynie comprise the new partnership heading Haas Construction Company which was formed when Haynie joined the firm recently as general partner. New offices of the construction firm are at 391 Sutter Street. Under its new dual leadership, the company will attempt to provide "more personalized" service to owners and prospective builders and will prepare its estimates under the direction of Leo Gosliner.

— Second Century of Progress —

Mixer Joins Chamber . . .

(Continued from Page 1)

will be to organize a trade development trip to the San Joaquin Valley on November 14. Approximately 30 members of the Chamber's Inter-City Committee, which is staffed by Mixer's Department, are expected to make the one-day visit with business and civic leaders of the Central Valley area.

Korea Veterans To Visit Here During U. N. Week

San Francisco has been designated by the Defense Department as one of the "host" cities on a national tour for a group of Korea veterans to be returned to this country directly from the battleground. There will be two representatives of every nation now fighting under the United Nations banner and the group will help draw public attention to the celebration of United Nations Week, October 21-27.

Paul A. Bissinger, former San Francisco Chamber President, is chairman of the local celebration.

The U. N. office in San Francisco, located at 421 Powell Street, is equipped to supply all requests for speakers, literature, posters and United Nations' flags throughout this week.

— Second Century of Progress —

Art Festival In Progress

More than 1,500 San Francisco artists displaying 5,000 art items will take part in the Fifth Annual San Francisco Art Festival this year. Sponsored by the Art Commission of the City and County of San Francisco, it is being held throughout this week at the Palace of Fine Arts.

There are no restrictions for entry into the Festival which, in addition to exhibits of outstanding painting, includes concerts, dance and drama programs and an "Art in Action" display.

S. F. In New Low Class For Fire Insurance Rates

(Continued from Page 1)

"The effect of the new grading in terms of revised insurance costs is now under study by the Pacific Fire Rating Bureau," according to Al W. Gilbert, General Manager. He said that within a few weeks or as soon as the necessary paperwork can be done, reduced rates will be in effect for dwelling and apartment owners. However, it will not be possible to put into effect reductions on other types of property until such time as the entire city can be inspected by the Rating Bureau.

The San Francisco office of the National Board of Fire Underwriters provided official word as to the new classification which became the objective of City officials and the Chamber of Commerce in 1948 when the Class III rating was made.

Under the chairmanship of Carl Livingston, with Thomas Lurke, Jr., as Vice Chairman, the Chamber's committee held an extended series of meetings with Chief Walsh and representatives of the Water

Hitting The HIGH SPOTS

with Walt Brown

Latest list of San Franciscans going to the 38th National Foreign Trade Convention in New York October 29-31, includes these new additions: H. Alvares, export mgr., Golden State Co., who'll go to N.Y. direct from South America where he is now; Jay T. Reed, vice president, Otis McAllister & Co., L. B. Rice, regional mgr., Western Union Cables, and George A. Moran, cable mgr., San Francisco Western Union Telegraph Co. . . .

★

G. R. Channon, head of Indio Chino Trading Co., here, will leave Nov. 3 on a 6-mos. round-the-world trip. If anyone wishes to make contacts in India, Thailand, Japan and Indonesia through him, Channon says to get in touch with him prior to his leaving.

★

Warren Burke, dist. traf. mgr., United Air Lines and Chairman of the Chamber's Armed Forces Comm., is currently in Brighton, Sussex, England, attending the 12th Congress of the Association Internationale Des Stol Clubs. Mr. Burke is the founder and now a member of the exec. comm. of the S.F. chapter of the Stol Club of No. America, Inc., which has as its purpose the promoting of good will and fellowship among persons engaged in the travel business throughout the world.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Brief Filed Opposing Hike In S. F.-Chicago Air Fares

In its continuing effort to protect current fare rates for airline passengers traveling to and from San Francisco, the San Francisco Chamber of Commerce last Friday filed a comprehensive brief with the Civil Aeronautics Board, Washington, D.C., supporting previous exceptions to the report and recommended decision of CAB Examiner F. Merritt Ruhlen in the West Coast Common Fares Case.

Ruhlen has recommended that the CAB increase air fares between San Francisco and "Chicago-and-points-East" by five per cent. He maintains that present fares are preferential of San Francisco and prejudicial to Los Angeles.

Walter A. Rohde, Manager of the Chamber's Transportation Department, revealed in the brief that there has been no complaint of any nature because of the prevailing situation. He also stated that fares between Honolulu and the main Pacific Coast cities are on a common basis. Should the examiner's recommendation be adopted by the Board, he declared, fares between San Francisco and the Islands should be reduced, since Los Angeles and Seattle are greater distances from Honolulu.

GRAND NATIONAL OPENS TOMORROW: BAMERT TO RECEIVE AWARD AT 'CHAMBER NIGHT' SATURDAY

The huge doors of San Francisco's Cow Palace will swing open next Saturday night on "Chamber of Commerce Night at the Grand National."

Highlight of the special evening at the "greatest and most spectacular western show in America" will be the presentation to Loren Bamert of Ione, Amador County, president of the American Cattlemen's Association, of the Chamber's award as the "man of the year" in the California livestock industry.

J. W. Mailliard, III, Vice President and Chairman of the Grand National Committee of the San Francisco Chamber of Commerce and newly appointed director of the No. 1-A District Agricultural Association, said that in addition to the Bamert presentation, Chamber members will witness these other features, as the show of national championships gets under way:

Hundreds of thrills by horsedom's blue bloods as they go through their paces in a "million dollar horse show"; America's top professional stars performing in world championship rodeo events; a "Wild Horse Stampede" — brand new Grand National feature.

Mailliard urged Chamber members to take advantage of special blocks of tickets which are being reserved for them, at \$2.50 each. He said reservations should be made direct with the Cow Palace.

Business-Education Day Sponsors Meet; Formulate Big Plans For November 2

A concise and thorough examination of this year's Business-Education Day — its underlying purposes and the details of its program — was made this Tuesday by nearly 200 San Francisco business executives who met in preparation for the event scheduled for a week from tomorrow.

In a large "orientation meeting" for which Pacific Gas & Electric Company provided its main auditorium, the businessmen heard Bert Levit of the Board of Education and Louis B. Lundborg, Bank of America, explain the goals of the day and outline a typical company program.

Chamber To Make Trade Trip To San Joaquin Valley

The Central Valley Empire Association will play host to the San Francisco Chamber's Inter-City Committee during a two-day trade event to the State's Central Valley, according to Paul A. Bissinger, Chairman of the Inter-City group.

Planned in reciprocation for the Chamber's 1950 "Valley Days in San Francisco," the event will take place November 13 and 14 and will feature tours of the Merced and Bakersfield areas.

Mr. Levit, who is a member of the San Francisco Chamber's B-E Day Executive Committee, is one of the originators of the program in San Francisco. Mr. Lundborg, also a member of the Executive Committee, was general chairman last year.

Ross Buell of Wells Fargo Bank & Union Trust Co., who is this year's B-E Day Program Chairman, presided at the Tuesday meeting.

He led discussions of methods to be used by companies in staging their programs for teacher groups on B-E Day and types of messages that companies can prepare for their guests.

"If the enthusiasm shown by our business people at this week's meeting is any guide to their hospitality for the teachers on November 2," said Mr. Buell, "we can expect a 'Business-Education Day' even more successful than last year's — if that's possible!"

More than 3,000 of San Francisco's public, private and parochial school teachers have already received their "assignments" for plant or firm visits on B-E Day, according to Carl Zacharison, this year's Executive Committee Chairman.

The annual event is sponsored by the San Francisco Chamber in cooperation with the Board of Education.

THE WORLD AFFAIRS COUNCIL OF NORTHERN CALIFORNIA,
THE SAN FRANCISCO CHAMBER OF COMMERCE, AND
THE WORLD TRADE ASSOCIATION

*Cordially Invite You to a
Meeting Honoring*

THE HONORABLE HENRY F. GRADY

JUST BACK FROM HIS POST AS UNITED STATES AMBASSADOR TO IRAN

WEDNESDAY, OCTOBER 31, 5:00-6:00 P.M.

COLONIAL BALLROOM, HOTEL ST. FRANCIS

*Dr. Grady will begin his address
promptly at 5:15*

*This Coupon will admit one
Please detach and present at door*

MUNICIPAL BALLOT RECOMMENDATIONS

Of The San Francisco Chamber of Commerce

Following are the recommendations of the Chamber's Board of Directors on the ballot propositions to be voted on, November 6. The decisions reflected below were reached after careful examination of both sides of all issues by the Board and by Chamber committees concerned with these subjects.

It is suggested you detach and retain the information below, or at your convenience secure a special pocket-sized card available at the Chamber of Commerce.

Proposition	Subject	Recommendation
A	Cost-of-Living Salary Adjustments, Police & Fire Depts.	NO
B	Residence of Officers & Employees	No Recommendation
C	Emergency Appointments	YES
D	Compensation of Members of Board of Education	YES
E	Confidential Secretary for Superintendent of Schools	YES
F	Deletion of Charter Sections 137, 138 and 139 Relating to Board of Education	YES
G	Supervisors' Salary Increase	YES
H	Military Leave Retirement Contributions	YES
I	Retired Police Officers' Pensions	NO
J	Retirement of Director of Public Health	NO
K	Court Employees' Retirement	YES
L	Police & Fire Disability Payments	YES
M	Declaration of Policy: Addition of Chemicals to City Water to Prevent or Arrest Dental Decay	YES
N	Declaration of Policy: Parking Fines	YES
O	Amendment of Initiative Ordinance Requiring Two-Man Crews on Streetcars	YES

District Turns On Christmas Lights

San Francisco's Excelsior District tonight will signal the first display of its Christmas lights and decorations with a colorful parade of marching units.

The Yuletide street lighting will be switched on at 6 p.m. with the parade getting under way two hours later. Mayor Elmer E. Robinson, Police Chief Michael Gaffey, Fire Chief Edward P. Walsh, San Francisco Chamber Vice President Ray W. Turnbull and Retail Merchants Association Past President Thomas J. Lenehan will be in attendance.

According to Clinton W. Harrison, president of the Excelsior District Merchants Association, his district will be the first in the city to become illuminated.

— Second Century of Progress —

Eugene Sullivan New Mgr. Jr. Chamber of Commerce

Eugene J. Sullivan will become the new secretary-manager of the San Francisco Junior Chamber of Commerce on November 1. He replaces Joseph R. Mixer, who last week became Domestic Trade Department Manager of the San Francisco Chamber.

Since 1947 Sullivan has been a senior industrial engineer for Montgomery Ward and Company. In 1946 he was an account executive for the John M. Gallagher Advertising Agency, San Francisco. While attending the University of San Francisco he served as editor of the university's publication, THE FOG HORN. During World War II he was a Navy lieutenant with Public Relations assignments.

Chamber's 'Great Golden Fleet' Plays Role In Navy Day Celebration

San Francisco will celebrate Navy Day this Saturday, and the most significant phase of this City's participation in the nation-wide program, according to its sponsors, will be a voyage of Gold Star Mothers aboard the San Francisco Chamber's Great Golden Fleet.

The San Francisco Council of the Navy League of the United States has announced that the Gold Star Mothers will sail to the Mile Rock Lighthouse in yachts of the Chamber fleet and conduct memorial services for the nation's Naval dead.

The yachts, headed by Dan E. London's SEASCAPE, will begin their cruise from the St. Francis Yacht Harbor at 2 p.m. They will then pass Aquatic Park before moving out the Golden Gate.

According to London and former Chamber President Paul A. Bissinger—members of the local council of the Navy League—the event has been planned "as a tribute to the role the United States Navy has played and is playing in the nation's defense."

An entertainment feature of the day will be the annual Navy Day Regatta of the San Francisco Sea Scouts scheduled for 1 p.m. at the Aquatic Park.



DAN LONDON (left), "Commodore" of the Chamber's "Great Golden Fleet" and a director of the San Francisco Council of the Navy League of the United States, is shown above as he discussed plans for Navy Day this week with WAVE Jean Scott, "theme girl" for the celebration, and A. J. McCollum, also of the Navy League's board of directors.

"How Much Government Can We Stand?"

Hear this question discussed by

DECHARD A. HULCY

President

Chamber of Commerce
of the United States



DECHARD A. HULCY

Monday, November 5, 12 noon
Colonial Room, Hotel St. Francis

Sponsored by the San Francisco Chamber of Commerce

"Deck" Hulcy, president of the world's largest business organization and also president of the Lone Star Gas Company, Dallas, Texas, was moved from Texas in a covered wagon to escape boll weevil poverty when he was a boy. With only eight grades of formal schooling to his credit, he educated himself at night through a correspondence school course. Last year he received the honorary Doctor of Laws degree from Texas Wesleyan College.

Mr. Hulcy's special Horatio Alger story began in 1892 on a Texas farm, where he grew to eight years of age before his father gave up the fight against the cotton pest and moved his family to Arkansas.

Faring little better on the new land, the family finally moved back to Texas—where "Deck" Hulcy's career began, at

the age of 15, as a messenger boy with the International Great Northern Railroad. He moved up rapidly in this firm; left in 1920 to work for the Lone Star Gas Company. By 1927 he was assistant comptroller, and in 1929, assistant to the president.

He became a vice president in 1935, president in 1940.

During the 11 years at the helm of Lone Star, the firm more than doubled in size and now operates 13,000 miles of pipeline.

Mr. Hulcy, who is also president of the American Gas Association, is known as the originator of this group's now famous Promotion, Advertising and Research Committee.

He is a "boundless civic worker," in his adopted city of Dallas.

SEND THE COUPON BELOW FOR YOUR RESERVATION

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, California

Please reserve _____ place(s) for me at \$3.00 each at the
Dechard Hulcy Luncheon, Monday noon, November 5, in the Colonial
Room, St. Francis Hotel.

CHECK
ENCLOSED

Name _____

Firm _____

\$ _____ Address _____

Please
**Make Your
Reservations
EARLY!**



Price—\$3.00 a plate
(tax included)

Six Organizations Oppose Proposition "A" On Ballot

Proposition "A" on the November 6 ballot which calls for "cost-of-living" salary increases for local policemen and firemen was opposed this week by the Chamber of Commerce in conjunction with the following organizations:

Down Town Association, Real Estate Board, Northern California Hotel Association, Building Owners and Managers Association, and Apartment House Association.

In a joint statement, the six organizations declared, "Salary increases per se are not opposed, but the cost-of-living increase principle is unsound and would lead to future complications." They said:

(1) That Proposition "A" does not conform to the spirit or intent of the Federal wage regulations inasmuch as it calls for an increase greater than is allowed private employment by the Defense Production Act of 1950;

(2) Any raise in salaries for municipal employees should be in terms of a definite amount—such as \$20 or \$30 a month—so the people would know exactly what they are voting for;

(3) Experience recorded in such cities as Milwaukee and St. Paul with the "cost-of-living" plans indicates that the formula works while salaries are going up, but a demand is made for modification or abandonment when the cost of living drops.

(4) Passage of this proposition would mean the same principle could logically be demanded by other municipal employees. This could force city salaries out of line with those paid in private employment, with a cost to taxpayers of millions of dollars annually.

'New' Social Security

Second In A Series

By CHARLES H. SHREVE

Manager, San Francisco Field Office
Social Security Administration

Self-employed businessmen who were brought under Social Security by last year's change in the law will report their net income from self-employment for 1951 at the same time they make their Federal income tax return early next year. They will enter their social security number on the tax form together with information on net earnings.

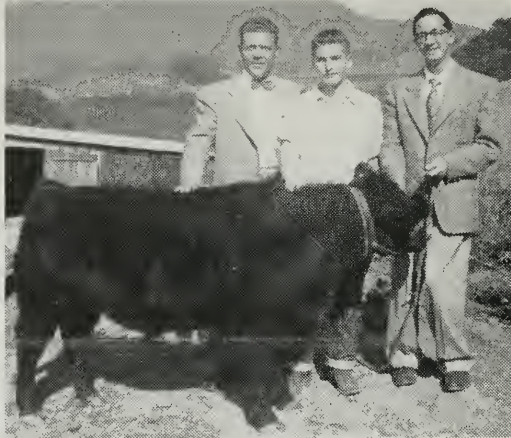
Those who do not have Social Security cards now should telephone KLondike 2-2350 for an application form, complete it and return it at the earliest moment.

Those who have now, or have ever had, social security cards should use the same number now. If your card has been lost, telephone the same number mentioned above and request a duplicate card bearing the same number that was on the lost card.

The social security number is essential for proper crediting of self-employment income on which retirement and survivors' benefits are based. If you have a card—or as soon as you secure it—you may "relax" until income tax time. Nothing more is needed to "set up" your account.

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Part Of Chamber's Farm-City Relations Program



EXEMPLIFYING A SEGMENT of the San Francisco Chamber's urban-rural relations program at what might be called "grass roots level," this picture shows Vice President J. W. Mailliard, III (left), Bill Rossi of Montara, San Mateo County (center) and Randle P. Shields, Agricultural Dept. Manager, on their recent visit to the ranch of young Rossi to inspect his new Angus calf (foreground). The calf was purchased by Rossi with funds half provided by the Chamber.

★

HITTING THE HIGH SPOTS with Walt Brown

J. W. Mailliard, III, Chamber Vice President and Chairman of the Grand Nat'l Comm., has been appointed by Governor Warren to fill the vacancy on the board of directors of the No. 1-A District Agricultural Assn. left by the recent death of Henry Budde. Porter Sesnon is president of the Assn. and other board members are: Roland Taganazzi, Wilson Meyer, Louis G. Conlan, John Lawler, Fred D. Parr and J. Sheldon Potter. Mr. Mailliard is now the youngest board member.

Mayoralty candidates will "speak for themselves" on a panel session Mon., Oct. 29, on TV Station KPXX. The program, which comes on at 9:30 p.m., is another in the series, "What's Your Opinion?" produced by the S.F. Jr. Chamber, KPXX and the Citizens' Advisory Bd. Moderator for Mon. will be Mrs. John Flick, past pres., League of Women Voters.

To set the record straight, a recent item in Bay Region Business SHOULD have read as follows: The Koiser-Frazier Corp. has leased PART of Shipyard No. 2, Richmond, from SANTA FE Ry., to establish a new plant to manufacture under sub-contract to Boeing Aircraft.

Here's cooperation, A-No. 1: The Chamber's Publ. Dept. rec'd a request from the 452nd Bomb Wing, USAF, for a photo mural of the S.F. skyline, to be hung in an Air Force mess hall somewhere

in Korea. Ray Moulin of Moulin Studios heard ab't the request and offered to comply, himself—gift of the studio. The mural is now on its way.

The S.F. Chamber's two-minute pitch on high-light activities is back on the air, every Sat. on KGO's airing of the U. S. Chamber's network show, "Talking It Over," 6:15 to 6:30 p.m. Ray Fournival voices the station break on behalf of the S.F. Chamber.

Marie Reynolds, auditor for American President Lines and pres. of the S.F. Chapter, American Society of Woman Accountants, returned to S.F. this week with the nat'l trophy for outstanding chapter achievements, awarded her chapter at a recent Washington, D.C. convention. The award was made for attainment under the presidency of Anita L. Jockers.

San Francisco—its color, atmosphere and its sons and daughters in the "show world" are subjects for Paye Emerson's "Wonderful Town" TV show tomorrow night at 9 on KPXX. The Chamber supplied background.

Scientific knowledge that makes our country one of the healthiest among nations will be highlighted when the American Public Health Ass'n holds its 79th annual meet in S.F., Oct. 29-Nov. 2 in the Civic Aud. and the Palace and Whitcomb Hotels.

Bay Region Business
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SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE



CARL ZACHRISSON
Exec. Comm. Chairman

Welcome, Teachers!

To each and every one of you . . . San Francisco's 3,400-plus school teachers . . . the Chamber of Commerce and the thousands of businessmen we represent extend to you a most cordial welcome for Business-Education Day!

Those of us who are so fortunate as to have you visit our offices, stores and plants, will do our level best to attain the prime objective of this important day:—

The meeting of minds in two distinct and equally important pursuits—dedicated toward a richer development of our mutual aims in a city that holds vast promise for us both.

You are important to us not only because from your classrooms come the employees of tomorrow. Guided also by your hand are our children—those whom we fervently hope will grow into the enlightened citizens of tomorrow . . . who will, perhaps, deliver a better world to the youth that succeed them.

And so we enthusiastically welcome this opportunity to meet and talk with you . . . to know you better . . . to have that exchange of understanding that inevitably spells enlightened progress for the years ahead.



ROSS BUELL
Program Chairman

Business-Education Event Tomorrow

Tomorrow will be another of those almost incredible days in the lives of San Francisco school teachers and businessmen.

For tomorrow is Business-Education Day—the occasion on which more than 3,400 of the city's school teachers visit—in a single day—250 business offices and industrial plants.

Sponsored by the San Francisco Chamber of Commerce in cooperation with the Board of Education, the special day is designed to bring the city's teachers and business people into closer understanding and working relationships. Teachers will have the opportunity of seeing at first hand how the American business system operates in San Francisco. In turn, businessmen will become better acquainted with the problems and tasks of education.

Teachers of San Francisco's school children — public and private — will proceed directly to the offices and plants which they have "drawn." Firm executives will welcome their groups and take them on all-morning plant or office tours.

Luncheon will be served the visitors by each host firm and the afternoon will be devoted to conferences. Subjects to be covered in most of the 250 hosting firms include "What Business Contributes to Our Community," "Employment, Education and Training in Our Company," and "Responsibilities of Business Management."

DECHARD A. HULCY, PRESIDENT OF U. S. CHAMBER WILL SPEAK HERE MONDAY ON GOV'T CONTROL

The president of the world's largest business organization will address a luncheon meeting of the San Francisco Chamber next Monday, November 5, in the Colonial Room of the Hotel St. Francis.

He is Dechard A. Hulcy, president of the Chamber of Commerce of the United States, and president also of the Lone Star Gas Co. of Dallas, Texas.

"How Much Government Can We Stand?" will be his topic.

"Deck" Hulcy's business career began, at the age of 15, as a messenger boy with the International Great Northern Railroad. In 1920 he left this firm to work for the Lone Star Gas Company. He became its president in 1940.

President also of the American Gas Association, Hulcy originated this group's now famous Promotion, Advertising and Research Committee.

Chamber members were urged this week to secure their reservations for the luncheon as soon as possible at the Chamber.

— Second Century of Progress —

Vote Next Tuesday!

"No matter how you vote, VOTE. Use your voice in American democracy!"

Thus did Chamber President Alan J. Lowrey urge all citizens this week to use their franchise at the polls next Tuesday. He said there are "many important local issues to be decided and added:

"Continued civic progress can be attained only through the voice and power of the people."

(Ed. Note: See stories on Propositions A, M and N, Pages 2 and 4.)



OFFICIALS OF THE HOME INSURANCE COMPANY visited San Francisco last week to help dedicate their firm's new \$2,500,000 building. Shown above, left to right: Geo. E. Stronb, vice-president; Malcolm Hicks, secretary; Harold V. Smith, president; Robert Walker, secretary. (Turn to Page 4 for additional photographs.)



"I DO HEREBY PROCLAIM 'SYMPHONY WEEK'" are the closing words of the proclamation shown above being handed to Mrs. Leonora Wood Armsby by Mayor Elmer E. Robinson (center). Scheduled for November 8-15, the Week will be chairmanned by Paul A. Bissinger (left) and will pay tribute to the city's Symphony Orchestra in its fortieth season. Mrs. Armsby is chairman of the San Francisco Symphony Assn.

Chamber to Sponsor Symphony Week

Honoring the launching of the fortieth symphony season by the San Francisco Symphony Orchestra, the Chamber will sponsor a "Symphony Week," November 8-15. Mayor Elmer E. Robinson has proclaimed the observance and declared "The citizens of San Francisco can be justifiably proud of having created and so generously maintained an orchestra which has added immeasurably to the rich cultural life and reputation of our city."

The Fortieth Anniversary season will open Thursday, November 15, in the War Memorial Opera House. Chamber President Alan J. Lowrey this week referred to the Orchestra as "one of the most outstanding in the United States; it has brought great renown to our City." He appointed Paul A. Bissinger, Chamber past president, as chairman of "Symphony Week."

Climax of the observance will be a special tribute to be paid the world-renowned musical organization and its conductor, Pierre Monteux, during the Chamber Thanksgiving Luncheon November 15 in the Commercial Club.

Chamber Retail Merchants Work On Civil Defense

Under auspices of the Chamber Retail Merchants Association, formation of civil defense plans on a business district level has begun as a result of a meeting held October 23rd at the San Francisco Chamber. Presidents of the District Merchants' Associations gathered at the request of Admiral A. G. Cook (Ret.), Director of the City's Disaster Council and Corps.

Immediate considerations of the defense and district leaders were two-fold:

Planning, in the event of disaster or enemy attack, for the reserving of store stocks for normal customer use in order that a neighborhood might be self-supporting; and prevention of looting without over-taxing warden service strength.

The next meeting of the group is scheduled to be held at the Chamber on Tuesday evening, November 13 at 8:00 p.m.

—Second Century of Progress—

Prospects Favorable For Shipbuilding Contract

Likelihood that sufficient steel will be allotted to the Bethlehem Pacific Coast Steel Corporation's San Francisco yard for the building of five mariner-class vessels climaxed a meeting here last week of Mayor Elmer E. Robinson, Vice Admiral Edward L. Cochrane, chairman of the Federal Maritime Board; Chamber President Alan J. Lowrey, and Representative John F. Shelley.

National Production Administrator Manly Fleischmann also informed the group by telegram that he would do everything possible to channel materials to the shipbuilding industry here.

Not Necessary To Approve Proposition A For 1952 Pay Increase, Conference Says

"It is not necessary to approve 'any-port-in-a-storm' Proposition A in order to give our policemen and firemen a deserved pay boost by July 1, 1952," declared J. Arthur Younger, chairman of the San Francisco Municipal Conference, this week.

Proposition A on next Tuesday's ballot provides for policemen and firemen salary increases effective July 1, 1952; proponents of the measure, according to Younger, have claimed that if it is not passed, no increase would be possible for another year.

"If a sound measure were submitted in the spring primary election," he said, "an increased salary would be made effective on the same 1952 date, with retroactive payment on approval by the State Legislature."

By a "sound measure," Younger said the Municipal Conference means a proposal for a "definite amount" of salary increase—such as \$20 or \$30 a month—rather than the unspecific "cost-of-living" plan embodied in Proposition A — which, he said, could logically be extended to all municipal employees and cost San Francisco taxpayers millions of dollars annually.

The latest reported cost-of-living index figure for San Francisco leaves the cost of Proposition A alone at \$1,959,330, according to Younger. This amounts to 17.4 cents in the tax rate.

The Municipal Conference—composed of the San Francisco Chamber, Down Town Association, Real Estate Board, California Northern Hotel Association, Apartment House Association and Building Owners and Managers Association—recommends against Proposition A principally on the grounds that the "cost-of-living" principle is unsound and would lead to future complications.



LOREN BAMERT (right), president of the American National Cattlemen's Association, is shown as he received from Chamber President Alan J. Lowrey the Chamber's award as "man of the year" in California's livestock industry. The presentation was made last Saturday evening during "Chamber Night at the Grand National" in the Cow Palace.

THE SAN FRANCISCO CHAMBER OF COMMERCE

and

THE SAN FRANCISCO COMMERCIAL CLUB

*take great pleasure in presenting their***Second Annual Thanksgiving Luncheon***Guest Speaker:***JOSEPH S. THOMPSON***President, Pacific Electric Manufacturing Corp.**His Subject:***"What San Francisco Means To Me"**

JOSEPH S. THOMPSON

JOSEPH S. THOMPSON

As the featured speaker for this traditional Chamber luncheon, Joseph Thompson — outstanding business and civic leader—has chosen a subject which is close to the hearts of all members of our community, but one which is seldom expressed openly—"What San Francisco Means to Me." Mr. Thompson has been connected with various civic activities in San Francisco, having been a Director of the San Francisco Chamber of Commerce and president of the San Francisco Musical Association.

THANKSGIVING—1951

Dr. Herbert C. Clish, Superintendent of Schools, City and County of San Francisco, will deliver the short theme address—"Thanksgiving — 1951" — expressing thanks for the blessings that have accrued to the City and business firms of San Francisco during the past year.

SYMPHONY WEEK

The Chamber's annual Thanksgiving Luncheon will launch, together with a special concert the same evening, San Francisco's salute to its Symphony Orchestra which during the past 40 years has thrilled millions through its personal appearances, radio broadcasts and records, gaining world recognition for San Francisco.

Adel S. Sarnoff

PLACE: SAN FRANCISCO COMMERCIAL CLUB**TIME: 12:00 NOON, THURSDAY, NOVEMBER 15, 1951**

SAN FRANCISCO CHAMBER OF COMMERCE

333 Pine Street, San Francisco 4, California

Please reserve place(s) for me at the SECOND ANNUAL
THANKSGIVING LUNCHEON, Thursday, November 15, 1951 at
the Commercial Club.

Check Name

Enclosed Firm

\$ Address

Please
Make Your
Reservations
EARLY!



\$2.25 a plate
(tax included)

Chamber Trade Trip To Central Valley Nov. 13

Less than two and a half weeks after returning from a trade visit to Los Angeles, businessmen of California's Central Valley will quickly turn their thoughts northward and entertain some 30 "goodwill delegates" from the San Francisco Chamber.

The occasion, scheduled for November 13-14, is in return for "San Joaquin Valley Days In San Francisco" last year in which the Chamber hosted 150 Valley businessmen in a two-day visit here.

Leaving San Francisco by chartered plane Tuesday afternoon, November 13, the local delegation will spend a night and a day in Merced and Bakersfield as guests of the Central Valley Empire Association. John Arthur Reynolds is manager of the Association. Walter A. Haas, Jr., is the Chamber's "trip chairman."

Members looking for "a rare combination of pleasure and business" should make their reservations quickly with Joseph R. Mixer, Manager of the Chamber's Domestic Trade Department—EXbrook 2-4511, Ext. 63—according to Paul A. Bissinger, chairman of the Inter-City Committee.

— Second Century of Progress —

'Proposition N Will Reduce Traffic Congestion'

"A 'YES' vote on Proposition N is a vote to reduce traffic congestion," said Chamber President Alan J. Lowrey this week in urging an affirmative vote on the measure which would authorize the Board of Supervisors to set minimum parking fines.

The Chamber, through studies by its Traffic and Highway Committee, has found that much of the city's traffic congestion is caused by various types of illegal parking. A fine with more than "nuisance value" would deter these violations, according to the Chamber. Passage of Proposition N would enable the Board of Supervisors to establish such an effective fine.

— Second Century of Progress —

Water Fluoridation Called 'Greatest Discovery Yet'

Approval of Proposition M on the November 6 ballot will mean the application of what has been termed the greatest discovery yet made in dental science aimed at prevention of tooth decay, according to the Chamber's Public Health Committee and its Board of Directors.

Dr. Rodney Beard, vice chairman of the Committee, urged a "Yes" vote on the fluoridation measure, stating that it has the full support of the San Francisco medical and dental profession. He said:

"Of all the preventive methods in use—including toothbrushing, restriction in consumption of concentrated sugar and topical application of sodium fluoride—fluoridation offers the greatest hope for preventing decay because of its easy application for large numbers of people and its relatively low cost."

HITTING THE HIGH SPOTS with Walt Brown

The S.F. Stock Exchange will offer a 4-wk. series of free lectures on Securities beginning Tues., Nov. 6 — and every Tuesday through Nov. 27. The lectures which will be held 7:30-9:30 p.m. in the aud. of Marina Adult School, Fillmore and Bay . . . **Alvin Eichholz**, mgr. of the Chamber's World Trade Dept., is en route back from N.Y. where he represented us at the 38th Nat'l Foreign Trade Convention . . . **Stanford Research Institute** announces two new bd. of director members: **Dr. M. E. Spaght**, pres. Shell Devel. Co., Emeryville;

and **Fred B. Ortman**, pres., Gladding, McBean & Co., L. A. (Both were major speakers at our last yr.'s Research Conference here) . . . **Arthur E. Connick**, chairman of the bd., Pac. Nat'l Fire Ins. Co., is new pres. of the Save-The-Redwoods League, tree conservation society . . . **Kindler, Lauci & Day**, insurance brokers, have established new & enlarged offices at 244 Calif. St. . . **Smith News Co.** of S. F. has been appointed agent for the Nat'l Magazine Service for Calif., Oregon and Nevada.



THIS IS THE NEW \$2,500,000 building of The Home Insurance Company which was dedicated last Friday. It is located at California and Kearny Streets and will house approximately 350 employees of the San Francisco offices of The Home and its affiliate, The Home Indemnity Co.—as well as the Pacific Coast department of Home. A major expansion move of the large insurance firm, the building is one of the most complete and modern of its kind. INSET: Harold V. Smith (left), The Home's president, is welcomed to San Francisco by Chamber Acting President J. W. Mailliard, III.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

You'll Pay \$50,000,000

IF YOU DON'T ACT NOW!

FIFTY MILLION DOLLARS is what it will cost California employers to pass up a golden opportunity, HERE NOW, to REDUCE UNEMPLOYMENT INSURANCE CLAIMS for the balance of the year . . .

HOW TO REDUCE CLAIMS

—and thereby reduce the payroll tax for 1952 to the tune of \$50,000,000—will be explained by

Richard Ernst—Authority
on Unemployment Insurance

TUESDAY, NOVEMBER 20, 10 A.M.

P. G. & E. Auditorium, 245 Market

Co-sponsored by the Calif. State & S. F. Chambers

This is important to employers!

Telephone your reservation to:

EXbrook 2-4511, Ext. 31

Area Industrial Expansion \$90 Million As All-Time Postwar Record Predicted

Ray W. Turnbull, Chairman of the Chamber's Industrial Development Committee, announced today that recent industrial expansions in the San Francisco Bay Region brought the yearly total (through September) to over 90 million dollars' investment in plant and equipment. Of this figure, over 16 million dollars was put into 67 new plants, he said, while the remaining amount was devoted to expansion of existing industrial facilities.

For the month of September, one new plant and seven expansions were announced in San Francisco—totalling \$2,984,000. Two new plants for \$107,000 and 13 expansions totalling \$1,223,500 accounted for the rest of the 12 counties in the Bay Region.

Visit To Valley Next Week

Chartered plane to Merced . . . duck hunting on private reserves . . . dinner at the Stockdale Country Club in Bakersfield—all the while becoming better acquainted with leading businessmen of a great area.

These are highlights of a trade development trip to the Central Valley to be made next Tuesday and Wednesday by a San Francisco Chamber delegation.

Reservations, said Chairman Walter Haas, Jr., must be in by next Monday noon.

Northern California's 48 counties with six new plants and 22 expansions had a total of \$25,494,500 invested in plant and equipment, according to Mr. Turnbull.

"Industrial expansion in the Bay Region," he said, "appears to be headed for an all-time high."

"While much of this construction may be attributed to the defense mobilization pro-

(Continued on Page 4, Column 3)

Business Activity In San Francisco Continues On Seasonal Upward Trend

Monthly Report by the Research Department

September business activity in San Francisco continued the seasonal upward trend begun in August, attaining a level 6.9% above last September. Our Index of business activity for September amounted to 301.1; the 9 months average of 288.9 was 14% above last year. The 9 months cumulative of all the major fields of activity except building and real estate, were above the similar period last year with gains reported in S.F. department store sales of 3.9%; bank debits 19.3%; postal receipts 20.1%; industrial employment 10.4%; industrial payrolls 9.9%; employment placements 41%; freight car movements 10%; Airport plane traffic 21.9%; air passenger traffic 25.6%; air freight 11.4%; revenue tons handled by the Port of San Francisco 9%; cargo vessels arriving in San Francisco Bay 12.3%; electrical energy sales 9.3%; industrial and commercial gas sales 8.8%; commercial and industrial water sales 0.4%; Bay Bridge vehicle crossings 4%, and Golden Gate Bridge vehicle crossings 11%. The value of building permits was off 20.5% and real estate deeds recorded 11%.

CONSTRUCTION

Supported by non-residential demands in both new construction and additions, alterations and repairs, San Francisco September building permits value was over three times the preceding month and exceeded

the same month last year by more than one-quarter. There were 618 building permits valued at \$7,261,750. New residential accounted for 88 valued at \$937,800—all were single-family dwelling units. The non-residential total of nearly \$6,000,000 accounted for 82% of the permits issued during September. The 9 months cumulative of 6,176 permits with value of \$44,551,643 were about two-thirds non-residential and were 18.6% in number and 20.5% in value below last year. Additions, alterations and repairs was the only classification showing gains for the cumulative period and amounted to 27.9%.

EMPLOYMENT

San Francisco employment continued excellent in September with gains in all fields except the wholesale trade and finance groups. Increases in the durable goods industry offset the decline in food and apparel and leather products industries, according to the C.S.E.S. San Francisco placements were reported at 3,609, of which 853 were commercial and 2,756 industrial and all others. Manpower shortages continued in certain engineering professions and highly skilled trades including the electrical field.

September employment in the San Francisco Metropolitan Area (6 Counties) attained the peak of the year at 1,069,400. Placements in this Area amounted to 7,900

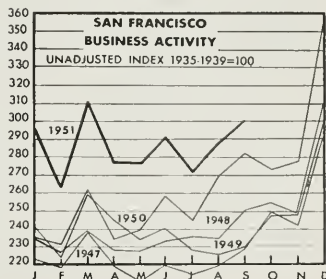
in September and unemployment was estimated at 25,400 or 11% below August.

MANUFACTURING

The manufacturing industries in the San Francisco Metropolitan Area (6 Counties) in August gave employment to 191,000 compared to 180,300 in July and 182,100 in August last year. Average weekly earnings of \$73.43 were up 8.6%. In the non-manufacturing field average weekly earnings in wholesale trade in August amounted to \$71.67; retail trade \$57.40; hotels \$43.13; and in laundry, cleaning and dyeing \$50.52.

The Defense Production Administration release as of September 19, revealed Cer-

(Continued on Page 4, Column 1)



Survey of Business Conditions in San Francisco

September, 1951

BRANCH OF ACTIVITY	SEPT. 1951	SEPT. 1950	PER CENT CHANGE	NINE MONTHS 1951	NINE MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S.F. C. of C. Index 1935-39 Avg. = 100.....	301.1	281.7	6.9	285.9	290.7	14.0
CONSTRUCTION PERMITS (2)						
Total..... (number)	618	831	-18.1	6,176	7,383	-18.6
Residential, New..... (number)	7,261,713	5,760,623	26.1	44,551,643	56,022,531	-20.5
Single-family Units, New..... (number)	88	193	-53.8	1,173	2,104	-44.2
Two-family Units, New..... (number)	937,800	2,092,373	-55.2	12,863,409	26,380,538	-50.7
Multi-family Units, New..... (number)	88	254	-65.1	1,437	2,804	-48.0
Non-Residential, New..... (number)	88	182	-51.7	1,065	1,921	-44.6
Dwelling Units..... (number)	10	103	-90.3	212	514	-59.1
Single-family Units, New..... (number)	62	100.0	-38.0	289	671	-56.9
Two-family Units, New..... (number)	13	24	-43.8	146	183	-20.2
Multi-family Units, New..... (number)	2,640,525	2,232,324	18.3	17,618,188	18,089,333	-2.6
Additions, Alterations and Repairs..... (number)	517	608	-14.8	3,857	5,296	-27.2
Housekeeping Dwellings..... (value)	3,683,390	1,435,605	156.6	14,068,046	11,002,858	27.9
Residential, Non-housekeeping..... (value)	345,616	389,203	-6.4	3,275,709	3,294,568	-0.5
Non-Residential, Non-housekeeping..... (amount)	13,674	31,100	-49.6	175,211	373,525	-53.1
Non-Residential..... (amount)	3,322,100	1,035,300	220.9	10,359,196	7,334,765	41.2
REAL ESTATE (3)						
Deeds Recorded..... (number)	1,317	1,766	-25.5	14,777	16,606	-11.0
Mortgages and Deeds of Trust..... (number)	1,160	1,555	-25.4	12,343	13,958	-11.6
Mortgages..... (number)	9,674,438	12,946,902	-25.3	123,501,702	115,025,833	7.4
RETAIL DEPT. STORE SALES (4) San Francisco..... (index)	301	293	2.7	264	254	3.9
FINANCE						
Bank Debits (4)..... (\$000)	3,103,831	2,871,191	8.1	26,621,212	22,314,250	19.3
Bank Clearings (5)..... (\$000)	2,153,419	2,026,050	6.3	20,167,727	19,983,676	26.3
Postal Receipts (6)..... (\$)	3,145,312	2,062,704	52.6	21,039,729	17,524,177	20.1
S.F. Stock Exchange (7)..... (shares traded)	1,513,732	1,029,899	48.3	13,163,993	10,236,120	27.5
Market Value..... (\$)	18,865,921	20,193,108	-6.6	180,248,402	190,150,390	-5.2
COMMERCIAL FAILURES (8)						
Liabilities..... (\$)	459,701	154,851	196.8	2,550,658	3,493,711	-27.0
Assets..... (\$)	330,481	35,818	822.7	2,619,220	2,688,785	-2.6
MFG. INDUSTRIES—WAGE & SALARY WORKERS— BAY AREA (6 Counties) (9)						
Employment..... (number)	191,100(a)	182,100(a)	4.9	176,432(b)	159,858(b)	10.4
Payrolls..... (avg. wkly. earnings \$)	73,431(a)	67,621(a)	8.6	71,951(b)	65,441(b)	9.9
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundrying, Cleaning, Dyng..... (\$)	50,521(a)	47,511(a)	6.3	49,141(b)	46,521(b)	5.6
Wholesale Trade..... (avg. wkly. earnings \$)	71,671(a)	71,191(a)	0.7	72,061(b)	67,461(b)	6.8
Retail Trade..... (avg. wkly. earnings \$)	57,401(a)	55,351(a)	3.7	56,391(b)	53,331(b)	5.7
Hotels..... (avg. wkly. earnings \$)	448,300(a)	403,401(a)	11.1	4,683,081(b)	4,670,967(b)	0.2
PLACEMENTS IN S.F. (10)						
Commercial..... (number)	853	906	-5.8	8,209	6,544	25.4
All Other..... (number)	2,756	3,339	-17.5	22,182	15,082	47.1
TRANSPORTATION						
Freight Car Movements (11)..... (number)	14,480	16,319	-11.3	148,691	135,155	10.0
S.F. Airport Traffic (12)						
Planes In and Out..... (number)	8,956(a)	7,840(a)	14.2	65,535(b)	53,761(b)	21.9
Passengers Off..... (number)	72,025(a)	63,631(a)	13.5	469,042(b)	388,897(b)	20.7
Passengers On..... (number)	72,025(a)	62,325(a)	15.6	471,100(b)	383,425(b)	22.9
Air Mail Loaded and Unloaded (12)..... (lbs.)	2,311,916(a)	1,423,077(a)	62.5	17,836,883(b)	9,936,739(b)	79.5
Air Express Loaded and Unloaded (12)..... (lbs.)	3,422,945(a)	3,360,284(a)	1.9	4,683,081(b)	4,670,967(b)	0.2
Air Freight Loaded and Unloaded (12)..... (lbs.)	3,422,945(a)	3,360,284(a)	1.9	22,529,073(b)	20,229,974(b)	11.4
Express Shipments (13) Rail..... (number)	110,631	130,249	-15.1	959,430	1,128,792	-15.0
Air..... (number)	13,199	16,499	-20.0	125,987	138,706	-9.2
PORT OF SAN FRANCISCO (14)						
Total..... (revenue tons)	440,462	548,985	-19.8	4,930,861	4,523,705	9.0
Coastwise..... (revenue tons)	3,545	11,846	-70.1	88,850	107,484	-17.3
Intercoastal..... (revenue tons)	19,225	33,421	-64.0	455,033	546,420	-10.0
Foreign..... (revenue tons)	194,724	224,530	-13.4	2,402,364	1,888,400	27.2
CARGO VESSELS (S.F. Bay) (15)						
Arrivals..... (number)	392	365	7.4	3,313	2,950	12.3
Departures..... (number)	379	361	5.2	3,351	2,939	14.0
UTILITIES						
Electric Energy Sales (16) (k.w. hours)..... (index)	235	209	12.6	234	214	9.3
Commercial and Commercial Gas Sales (16)..... (cu. ft.)	1,116,133,800	1,048,533,900	6.4	11,511,757,500	10,577,679,500	9.0
Water Consumption—Residential (17)..... (cu. ft.)	117,312,000	120,346,000	-2.5	970,621,000	985,392,000	-1.5
Commercial and Industrial..... (cu. ft.)	161,712,000	156,870,000	3.1	1,399,144,000	1,394,291,000	0.4
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (1)..... (number)	781	275	184.0	8,348	6,488	31.8
Bay Bridge Vehicle Crossings (18)..... (number)	2,546,594	2,527,323	0.8	22,435,566	21,790,935	4.1
Golden Gate Bridge Vehicle Crossings (19)..... (number)	951,063	786,082	8.9	8,076,420	7,267,417	11.3
Butter..... (lbs.)	2,232,880	2,660,241	-15.3	23,480,085	21,624,102	8.6
Cheese..... (lbs.)	968,174	1,351,772	-28.4	13,528,589	14,049,460	-3.5
Eggs..... (cases)	72,528	80,577	-10.4	844,642	748,651	12.7
Poultry, Dressed..... (number)	1,310,159	1,940,052	-72.5	12,034,565	11,613,607	3.6
FRUITS AND VEGETABLES (20)						
Carrots..... (carrots)	144,058	1,977	1.6	1,177,729	1,335,320	-11.8
LIVESTOCK SLAUGHTER (20)						
Cattle..... (number)	33,581	32,409	3.6	284,865	282,784	0.9
Calves..... (number)	7,087	9,894	-28.4	63,926	93,889	-32.0
Sheep and Lambs..... (number)	64,877	69,764	-7.0	579,345	592,421	-3.2
Hogs..... (number)	38,515	34,502	12.1	353,528	366,626	-2.6
S.F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food..... (index)	234.8	243.4	9.8	237.8(c)	211.9(c)	12.2
Apparel..... (index)	202.7	184.9	9.6	201.1(c)	182.5(c)	10.2
Rent..... (index)	134.2	123.5	8.7	133.1(c)	123.3(c)	8.1
Fuel, Electricity and Ice..... (index)	92.1	86.5	6.5	92.1(c)	85.8(c)	7.3
Household Furnishings..... (index)	169.7	169.7	0.0	169.7(c)	169.7(c)	0.0
Miscellaneous..... (index)	175.3	167.7	4.5	174.1(c)	166.6(c)	4.7
All Items..... (index)	188.4	175.3	7.5	188.5(c)	175.5(c)	8.6

(*) New series; (a) August—latest available; (b) 8 months cumulative; (c) March-June-Sept. quarterly average; (n) not available for survey.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Freight Commissioners; (15) Marine Exchange, Inc.; (16) Pacific Gas & Electric Co.; (17) Water Department, City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Department of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Hear A Dynamic Champion



of
San Francisco's
MARITIME INDUSTRY

The Honorable
John F. Shelley

REPRESENTATIVE, FIFTH CONGRESSIONAL DIST., CALIFORNIA

"Does The American Merchant Marine Have A Future?"

is the title of an address to be given by Congressman Shelley

AT A LUNCHEON
WEDNESDAY, NOVEMBER 21
San Francisco Commercial Club

Jointly sponsored by Propellor Club of the United States—Port of San Francisco,
San Francisco Chamber of Commerce and San Francisco Commercial Club

LUNCHEON CHAIRMAN: D. N. LILLEVAND, Propellor Club President,
President of Pacific American Steamship Association and
Vice President of Grace Lines, Inc.

A native San Franciscan and one of its most ardent supporters in maritime progress, Congressman Shelley has just returned from Washington with a message of importance you won't want to miss. . . .

A graduate of Mission High School, then the University of San Francisco, Congressman Shelley began his career in San Francisco's labor movement. He served as president of the local Labor Council from 1937 to 1949; held office as secretary until his election to Congress in November, 1949.

He is an active member of the House Committee on Merchant Marine and Fisheries, serving on the important Maritime Affairs sub-committee.

His was one of the strongest voices raised in behalf of the shipbuilding contracts for San Francisco yards—and, very recently, in protection of the contract for five vessels at Bethlehem Pacific Coast Steel Corporation.

RETURN COUPON NOW FOR YOUR RESERVATION!

SAN FRANCISCO CHAMBER OF COMMERCE
333 Pine Street, San Francisco 4, Calif.

Please reserve.....place(s) for me at \$2.50 each at the luncheon honoring Congressman John F. Shelley, Wednesday, November 21, at the Commercial Club.

CHECK.....Name.....
ENCLOSED.....Firm.....
\$.....Address.....

Districts Decorate



UNDOUBTEDLY SPURRED by such early-birds as the Excelsior District Merchants Assn, whose Christmas decorations were dedicated October 25 by local notables (see above), 21 separate district groups have now signified they will participate in this year's District Christmas Decorations Contest sponsored by the Chamber. Left to right, above, at Excelsior's "Christmas lighting," were District President Clinton W. Harrison, Mayor Elmer E. Robinson, Chamber Vice President Ray Turnbull and Retail Merchants Assn. Past President Thomas J. Lenahan.

Hulcy Denounces Socialism

Dechard A. Hulcy, president of the Chamber of Commerce of the United States, this week delivered a spirited denunciation of socialistic tendencies in government and said that business today has the "chance of the century" to fill what he termed a "moral vacuum."

Speaking before a San Francisco Chamber-sponsored luncheon Monday in the Hotel St. Francis, Hulcy decried the "immorality that is stalking through our federal agencies." But before business attempts to lead the nation back to morality, he said, "we must be above reproach in our own housekeeping."

More than 300 attended the luncheon held in honor of the national Chamber president, currently on a nationwide tour.

B-E Day Proclaimed Success

"Even more successful than last year!" was the enthusiastic description given Business-Education Day—1951, by firm executives and teachers who participated in the event held last Friday. Over 3,400 teachers, under auspices of the Chamber and the Board of Education, visited approximately 250 plants, offices and shops.

Reginald H. Biggs, vice president of The Emporium, delivered the keynote address in orientation assemblies held Thursday. Executive Committee Chairman for B-E Day was Carl Zacharison of N. W. Ayer & Son, Inc., and Program Chairman was Ross Buell, Wells Fargo Bank.

Reminder—Thanksgiving Luncheon

If you do not have your tickets for this year's Thanksgiving Luncheon — next Thursday, November 15, in the Commercial Club, call EXbrook 2-4511. Joseph S. Thompson, president, Pacific Electric Manufacturing Corp., will speak on "What San Francisco Means To Me" . . . Superintendent of Schools Dr. Herbert C. Clish will deliver the theme address, "Thanksgiving—1951" . . . and tribute will be paid to San Francisco's Symphony Orchestra on the occasion of its 40th anniversary—Don't miss this event!



MUTUAL INTEREST by Oakland and San Francisco in area-wide aviation development was exemplified recently when contingents from both Chambers of Commerce joined in a day-long tour of the Hillier Helicopter plant in Palo Alto. Pictured above is the two-chamber group prior to its departure from 333 Pine Street.

Business Activity in San Francisco Continues

(Continued from Page 1)

tificates of Necessity have been issued, through August 18, to 45 firms in the San Francisco-Oakland Area amounting to \$116,931,000; San Jose, 6 firms, amounting to \$9,481,000; Bay Region 54, amounting to \$129,258,000. The same report reveals 287 Certificates had been issued in California amounting to \$313,847,000; in the three Pacific Coast States, 346 Certificates amounting to \$442,078,000; in the 8 Mountain States, 72 amounting to \$307,556,000, bringing the 11 Western States total to 418 Certificates amounting to \$749,634,000 or 8.1% of the United States total of 338 Certificates of Necessity amounting to \$9,286,892,000.

TRADE

September department store sales, based on the adjusted index of the Federal Reserve Bank, dropped behind in most areas of the Twelfth Federal Reserve District but the 9 month sales were above the same period last year. San Francisco sales were off 6%; the San Francisco-Oakland Area 5%; Northern California 6%; California 8%; and the 12th Federal Reserve District 7%; while the 9 months cumulative in San Francisco, the San Francisco-Oakland Area, and Northern California, were all up 3% compared to 1% in Southern California and the State of California; and up 2% in the Twelfth District.

Wholesale sales on the Pacific Coast for the first 8 months were up 13% compared to 11% in the United States. Inventories were up 43% compared to 38% in the nation. Automotive supply sales were up 25%; electrical 18%; furniture 8%; hardware 27%; industrial supplies 79%; machinery and equipment 63%; lumber and building materials 15%; beer 10%; jewelry 16%; drugs 19%; dry goods 2%; fresh fruits and vegetables 6%; groceries 4%; paper products 27%; tobacco 6%; and sales of wines and spirits dropped 3%.

WORLD TRADE

San Francisco Customs District handled \$23,100,000 of exports and imports of \$35,400,000 or a total of \$58,500,000 during July (latest available). The San Francisco Customs District ranked fifth in imports and tenth in exports among Customs Districts in the Nation.

TRANSPORTATION

Both freight car movements in San Francisco and the revenue tons handled by the Port of San Francisco during September

declined more than seasonally, compared to the preceding month. September freight carloadings of 14,480 were also 11.3% below last September but the 9 months cumulative was up 10%. The Port of San Francisco reported 440,462 revenue tons handled in September compared to 523,057 in August and 548,985 last September. The 9 months cumulative of 4,930,861 revenue tons increased 9%, due to export and import movements. Ship arrivals of 392 in the San Francisco Bay marked a gain of 7.2% and the 9 months total of 3,313 was up 12.3%.

INTER-CITY AND INTERSTATE TRAFFIC

September Bay Bridge vehicle crossings of 2,546,594 were practically the same as a year ago but below the August all-time high. The 9 months total was up 4.1%. Golden Gate Bridge vehicle crossings of 954,093 in September were up 8.9% and the 9 months cumulative was up 11.3%.

Northern California border checking stations reported 75,031 out-of-State automobiles entered during September and accounted for 57.4% of the State's total entries in this group. They carried 192,884 passengers or 56.4% of the State total. Stages brought in 46,556 passengers or 47% of the State total.

TOURISTS AND SETTLERS INQUIRIES

Tourist and Settlers written requests received by the San Francisco Chamber of Commerce during the first 9 months were 31.8% above a year ago.

UTILITIES

Electrical energy sales during September were 12.6% above last September and the 9 months cumulative was up 9.3%. Industrial and commercial gas sales in September were up 6.4% and the cumulative 8.8%. Commercial and industrial water sales in September were up 3.1% and the cumulative 0.4%.

Hitting The HIGH SPOTS

with Walt Brown

Eleven members of the Society of British Aircraft Manufacturers touring the U. S. were hosted here recently by the Chamber and the British Consul General. No aircraft manufacturing center, S. F. nonetheless held great appeal for these top-ranking British producers under the wing of W. T. Gill, SBAC pres. and a director of Rolls-Royce, Ltd. Now a whole airport passenger terminal reposes in the Chamber's lobby—detailed model of the new S. F. Airport \$6,700,000 facility for which ground was broken recently by City and Chamber officials. . . . Regional Planning will hold the spotlight at a forum to be sponsored next Wed., Nov. 14 at 8 p. m. in Commerce High School aud. by the S. F. Jr. Chamber. Recreation, freeways, harbor, transit and other area-wide problems will be discussed. . . . Robert S. Atkins in S. F. is the collection agency for clothes for Koreans. The store—where Roy McConnell is pres. of the Retail Merchants Assn.—collects and sends clothes through the American Relief for Korea here.

Sept. Industrial Expansion

(Continued from Page 1)

gram," he added, "it is the type of development which contributes to the sound growth of the area's industrial potential."

Cumulative totals through September of 1951 are as follows:

San Francisco		
18 New Plants	\$ 348,000	145 Jobs
55 Expansions	6,691,592	401 Jobs
73 Projects	\$ 7,039,592	546 Jobs
Bay Region (12 Counties)		
67 Plants	\$ 16,209,700	
299 Expansions	74,525,175	
366 Projects	\$ 90,734,875	
Northern California (48 Counties)		
83 New Plants	\$ 44,934,700	
334 Expansions	89,513,482	
417 Projects	\$134,448,182	

LIVING COSTS

The San Francisco Consumers Price Quarterly Index for September, as reported by the U. S. Department of Labor, was 188.4 for All Items—which remained unchanged from the June quarterly index but was up 7.5% above last September. September 1951 Food prices were down 1.1% during the quarter and House Furnishings 0.6%; but Apparel was up 0.9% and Rent 0.7%; Miscellaneous 0.6%; while Fuel, Ice and Electricity remained constant. The Index for All Items for the three quarters was 8.6% below a year ago.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Meeting On Unemployment Insurance Payroll Tax

How California employers can save a total of \$50,000,000 in the state unemployment payroll tax will be told by Richard Ernst, authority on unemployment insurance, at a special meeting to be held next Tuesday under the auspices of the California State and San Francisco Chambers of Commerce.

Ernst, an attorney with Brobeck, Phleger & Harrison, will explain how San Francisco employers can cooperate in reducing unemployment insurance claims for the balance of the year and thereby reduce the rate for 1952. He will speak at 10 a. m. in the Pacific Gas & Electric Company auditorium at 245 Market Street.

Reservations may be made by telephoning the San Francisco Chamber, EXbrook 2-4511, Extension 31.

— Second Century of Progress —

Districts Defense Parley

Officers of District Merchants Associations met at the Chamber Tuesday night in the second of a series of conferences with Disaster Council and Corps Director Admiral A. G. Cook under auspices of the Chamber's Retail Merchants Association.

Attending this most recent meeting were Dr. C. W. deGuerre, president, Eureka Merchants Association; John C. Minudri, president, West Portal Merchants Association; Harold Starr, secretary, Mission Street Merchants Association; Matthew J. Boxer, president, and Horace J. Cardinal, vice president, Fillmore Merchants Association; and Arthur Blum, secretary, Polk District Association.

A general plan for defense by districts was drawn up and will be announced following approval by the districts in the near future.



JOHN F. SHELLEY

'Thanksgiving—1951'



Joseph S. Thompson

Dr. Herbert C. Clish

Gen. David Sarnoff

Pierre Monteur

Leaders to Spotlight City's 'Blessings' At Thanksgiving Luncheon

Accomplishments of the past year and current "blessings" of life in San Francisco will take the spotlight this noon when civic and business leaders gather at the Commercial Club for the second annual Thanksgiving Luncheon co-sponsored by the San Francisco Chamber of Commerce and the Commercial Club.

One of the features of the luncheon will be a dramatic presentation by Dr. Herbert C. Clish, Superintendent of Schools, in which he will list specific fields in which San Francisco has excelled and express the thanks "in the hearts of all San Franciscans for the blessings" that have accrued to the city.

Featured speaker will be Joseph S. Thompson, president, Pacific Electric Manufacturing Corporation, who will speak for the 400 or more expected to attend when he tells "What San Francisco Means to Me." A past president of the San Francisco Musical Association and past director of the Chamber of Commerce, Thompson has for many years been connected with a variety of civic activities here.

A highlight of the program will be an address by General David Sarnoff, chairman of the board, Radio Corporation of America.

A special tribute will be paid to the San Francisco Symphony Orchestra at the start of its 10th season—and to its famed conductor.

(Continued on Page 4, Column 3)

Western States Council Concludes Two-Day Meet Here

G. L. Fox Among New Officers Elected

D. W. Campbell, General Manager, Long Beach Chamber of Commerce, was elected President of the Western States Council at the climax of a two-day conference which early this week ran the gamut of regional problems from industrial use of atomic power to value of the tourist dollar.

He succeeds Arthur J. Farmer, General Manager of the Portland Chamber.

G. L. Fox, San Francisco Chamber General Manager, was elected Second Vice President of the Council whose goals are to promote the business, economic and general welfare of the 11 Western states.

Other officers elected at the close of the Council's sessions Tuesday night at the Hotel Sir Francis Drake were Earl Reynolds, Manager, Bolson Chamber of Commerce—first vice president; and Howard Stoll, General Manager, Santa Barbara Chamber of Commerce—Secretary-Treasurer.

Under Farmer's chairmanship, the annual conference featured hard-bitting talks by 15 experts in the fields of industry, agriculture, mining, atomic energy, tourist travel, tidelands, defense, chemo-nurgy, highways and federal taxes.

Arrangements for the Council meeting here were made by the San Francisco Chamber President Alan J. Lowrey welcomed the group Monday morning.

Shelley Lunch Next Week

Hundreds of San Francisco business and civic leaders have already expressed interest in the appearance at a special luncheon next Wednesday of John F. Shelley, representative of the fifth Congressional District for California.

Mr. Shelley has chosen the provocative title "Does the American Merchant Marine Have a Future?" for his featured address. Reservations for the special luncheon may still be made by calling the Chamber.

The event is jointly sponsored by the Propeller Club of the United States—Port of San Francisco, the San Francisco Chamber and the Commercial Club.

Luncheon chairman will be D. N. Lillard, Propeller Club president, and president of Pacific American Steamship Association.

OFFICERS OF THE SAN FRANCISCO CHAMBER OF COMMERCE 1951

Alan J. Lowrey..... President
(Vice President, Union Oil Co. of California)
W. P. Fuller, III..... First Vice President
(Treasurer, W. P. Fuller & Co.)
Ray W. Turnbull..... Second Vice President
(Comm'l Vice Pres., General Electric Company)
J. W. Maillard, III..... Third Vice President
(Maillard & Schmiedel)
G. L. Fox..... Fourth Vice President
Louis Sloss..... Treasurer
(Vice President, H. S. Crocker, Inc.)
Harold S. Doble..... Assistant Treasurer
(Lillicek, Geary, Olson, Adams & Charles)
Marie A. Hogan..... Secretary

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M. S. Pennington..... Pacific Transport Lines, Inc.
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Leo E. Sievert, The Atchison, Topeka & Santa Fe
Frederic B. Whitman..... Western Pacific RR. Co.
J. D. Zellerbach..... Crown Zellerbach Corporation

EXECUTIVE COMMITTEE

Alan J. Lowrey, Chairman
Thomas Cockley..... Maillard S. Pennington
W. P. Fuller, III..... Louis Sloss
John W. Turnbull..... Ray W. Turnbull
J. W. Maillard, III..... Frederic B. Whitman

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G. L. Fox, General Manager
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V. E. Reames, Controller
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Special Events..... Randle P. Shields
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BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EX-1000 2-4311. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Chamber's David Street Passes Away After Illness

David P. Street, Manager of the San Francisco Chamber's Civic Development Department and Managing Director of the Retail Merchants Association, was laid to rest last Friday at Olivet Memorial Park.

Mr. Street succumbed at the age of 53 following a brief illness. He had served with the Chamber for over a decade.

A native of Portland, Oregon, Mr. Street was educated in San Francisco and was a member of the United States Navy during World War I.

"There is a certain void at the Chamber," General Manager G. L. Fox said, "but even more important, there is a void in the hearts of all who knew or worked with Dave Street. Wherever he went, his smile became the Chamber's trade mark, for to all those he met, Dave was the organization. He was one of the most understanding men I have ever been my opportunity to meet. He was also a fine executive—for he got the job done but never failed to heed the human element."

Mr. Street's work included some of the most important achievements of the Chamber during recent years: highway development, reduction of fire insurance rates, solution of city traffic problems and a rise in the service provided merchants and other retail outlets of San Francisco. He was also Secretary-Treasurer of the Trade Association Executives of Northern California.

In 1946 Mr. Street was appointed a member of the Board of Directors of the American Retail Association Executives. He was a member of the Fraternity Club of San Francisco.

The heartfelt sympathy of the staff and members of the San Francisco Chamber of Commerce is extended to Mr. Street's family.



David P. Street

'SymphonyWeek' Climaxes With Season's Opening

"Symphony Week" — a San Francisco Chamber sponsored event honoring the San Francisco Symphony Orchestra—will draw to a close today with this organization's second annual "Thanksgiving Luncheon." The world-renowned musical group will open its 40th season tonight with a special program under the baton of Pierre Monteux.

Mayor Elmer E. Robinson's proclamation issued at the start of "Symphony Week" said, in part, "The citizens of San Francisco can be justifiably proud of having created and so generously maintained an orchestra which has added immeasurably to the rich cultural life and reputation of our city not only nationally, but throughout the world."

Early in the Week, Conductor Monteux was welcomed back to San Francisco with music provided by the Municipal Band, and by a special greeting from Chamber General Manager, G. L. Fox.

Abbot A. Hanks Observes Eighty-Fifth Anniversary

The pioneer San Francisco firm of Abbot A. Hanks, Inc., 624 Sacramento Street, this year celebrates its 85th anniversary, according to the company's president, Herbert D. Imrie. San Francisco Chamber congratulations were tendered this week by General Manager G. L. Fox.

The local enterprise is known in this area for its work in engineering, assaying, chemistry, metallurgy, and in consulting, testing and inspecting of ores, minerals, metals, metal products, cement, aggregates, steel and building materials.

Starting business in 1866 with only its founder, Henry G. Hanks, and a boy helper, the firm has grown to a present force of about 40 technically trained workers.

— Second Century of Progress —

Chamber Group Returns From Valley Trade Trip

Twenty members of the Chamber's Inter-City Committee returned to San Francisco late last night after a two-day trade development visit with business leaders of the Central Valley. Guests of the Central Valley Empire Association headed by General Manager John Arthur Reynolds, the local delegation made stops in the Merced and Bakersfield areas.

"Once again," said Committee Chairman, Paul A. Bissinger, "we found the value of renewing personal acquaintanceships in that great area. Our two regions are greatly dependent on one another, and the continued economic prosperity of each is always spurred, I feel, by personal contacts made on these visits."

Chairman for the trip was Walter A. Haas, Jr. The group's host in Bakersfield was Walter Kane, publisher of the Bakersfield Californian.

SELF-EMPLOYED PERSONS IN SOCIAL SECURITY

Third in a Series

By CHARLES SHREVE, Manager, San Francisco Field Service Social Security Admin.

If you work for yourself—in almost any kind of trade or business—you are now covered by Federal Social Security. This means: Your 1951 earnings count toward Old-Age and Survivors Insurance protection for you and your family. (Self-employment is not covered by social security if net earnings are less than \$400 in a year.)

The new social security law does not cover earnings from self-employment as a farmer, doctor, lawyer, dentist, architect, certified public accountant, full-time practicing accountant, funeral director, professional engineer and a few other related lines.

Rentals from real estate, dividends and interest from stocks and bonds and other kinds of income from investments are not considered to be from a "trade or business" and don't count toward Social Security, unless one is a "real estate dealer" or a "dealer in stocks and bonds."

But hotels, boarding houses, tourist camps, tourist homes or apartment houses furnishing hotel service, will turn the rental into a "trade or business"—and the net income will be subject to Social Security because of services rendered.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXH00K 2-4311, Ext. 56.

D-7550—AMERICAN ENCAUSTIC TILING COMPANY, INC., 4838 North Broad Street, Philadelphia 41, Pa., manufacturers of an electronic smoke detector for firm protection, wish to appoint a manufacturer's agent in San Francisco.

D-7551—FRANK J. COLLOPY, 4035 North Ninth Street, Philadelphia 40, Pa., interested in contacting local manufacturers wishing representation in the Philadelphia area.

D-7552—KALEX CORPORATION, 305 East 46th Street, New York 17, N. Y., manufacturers of a world time keeping clock interested in appointing a salesman or manufacturer's agent to contact business and industrial firms in this area.

D-7553—HIT UNDERGARMENT COMPANY, 16 West 30th Street, New York 1, N. Y., manufacturers of slips and panties wish to appoint a salesman in this area.

D-7554—NOBEL GLIDEN EXTENSION BRACKET COMPANY, INC., 53 West Jackson Street, Chicago 4, Illinois, seeking a manufacturer's agent in San Francisco for their extension brackets used in hospitals, factories, offices, etc.

D-7555—LINK & COMPANY, 3705 S. E. Rockwood Avenue, Portland, Oregon, jobbers and manufacturer's agents in the Pacific Northwest interested in contacting local manufacturers wishing representation in that area.

D-7556—U. S. WORSTED CORPORATION, 215 Fourth Avenue, New York 3, N. Y., would like to appoint an agent in San Francisco to handle their imported woolen and worsted piece goods.

D-7557—CHARLES W. HARRISON & COMPANY, INC., 621 Broadway, East Liverpool, Ohio, established manufacturers' agents seeking additional lines.

D-7558—FREDERICK SABIN & COMPANY, INC., 5133 Portledge Street, Philadelphia 43, Pa., interested in acting as distributors for industrial items including plumbing, heating, roofing, hardware, etc.

D-7559—NORTHWEST CONCRETE PRODUCTS EQUIPMENT COMPANY, 2800 Cooper Avenue North, P. O. Box 580, St. Cloud, Minnesota, manufacturers of material handling equipment, seeking a sales manager or agent dealing in material handling equipment to handle their products.

D-7560—HUFF MACHINE & TOOL COMPANY, Evart, Michigan seeking distributors in this area for their tools used primarily by trucking companies and garages.

D-7561—VERNON L. WARD, 4824 Reservoir Road, N. W., Washington, D. C., interested in acting as a salesman in the Washington, D. C. area for local manufacturers.

— Second Century of Progress —

Shipment of Antiques To Be Sold At Trade Zone

Fourteen hundred pieces of antique merchandise which recently arrived at San Francisco's Foreign Trade Zone from England will be offered to wholesale antique dealers beginning November 19, according to an announcement by James Campbell, zone superintendent.

The antiques were brought into the zone by Felix Greene, local importer, who is now engaged in unpacking and arranging the assortment in space especially provided in the zone warehouse. Included in the items are furniture, paintings, clocks, silverware and brassware.

Campbell and Greene believe this to be the first time a foreign trade zone in the United States has been used for the purpose of selling antiques, and, according to Campbell, "it promises to be an annual event at the San Francisco zone."

Greene spends several months a year in England selecting and purchasing the antique articles, Campbell said.

District Christmas Contest Registration Increases

Members of the District Merchants Associations were completing their plans this week for entry in the Chamber's annual Christmas Decorations Contest.

Those merchants associations which have already announced their intentions to fete Old Saint Nick with appropriate lighting arrangements and other decorations are:

Bayview, Clement Street, Divisadero District, Eureka District, Excelsior District, Fillmore, Geneva-Mission, Greater Geary Blvd., Haight-Ashbury, Haight-Fillmore, Irving Street, Marina, Mission Street, Noriega, North Beach, Parkside, Portola, South-of-Army-Mission, Upper Fillmore, West Portal, Chinatown.

As has been the custom in past years, winners in the contest will be honored at a special civic award banquet early next year.

— Second Century of Progress —

'Top Performers of 1951' Honored by 'Fortnight'

Three men who have been closely connected with the activities of the San Francisco Chamber were among a group of distinguished Californians singled out this week by FORTNIGHT Magazine as "Top Performers of 1951."

Featured pictorially were John Lawler, general manager of the Poultry Producers of Central California and Chairman of the Chamber's Agricultural Committee; John E. Pickett, editor of the CALIFORNIA FARMER, former Chamber vice president and a member of the organization's Agricultural Committee and Loren Bamert, president of the American National Cattlemen's Association and the person named by the Chamber as "man of the year" for 1951 in California's livestock industry.

The "Top Performers of 1951" named by the California newsmagazine are the highlight feature of the publication's fifth anniversary issue on local newsstands this week.

— Second Century of Progress —

Thanks From Korea C of C

The Chamber of Commerce of Korea, now located in Pusan, recently thanked the San Francisco Chamber for its aid in helping re-establish itself after having been burned out by the communist invasion.

The Korean Chamber last August had asked for printed documents concerning San Francisco's international trade, statistics and other materials indispensable to its activity. Through its World Trade Department, the San Francisco Chamber complied and offered any further cooperation needed.

"Your help," said Pyeung Whee Song, chief secretary of the Korean Chamber, "will forever remain in the hearts and minds of our countrymen."

Pan-American Airways Plans Slash In Rates

Sounding a deflationary note in a time of rising prices, Pan American World Airways plans to slash air fares across the Atlantic by one-third.

Juan T. Trippe, president of the air carrier, announced that on April 1, Pan American intends to launch low-cost tourist-class air service across the Atlantic.

Maximum fare one-way, New York to London, would be \$250. Present one-way first class fare is \$395, round-trip \$711. The company hopes to be able to reduce the round-trip fare to \$405.

Pan American also announced that tourist-class service in the Pacific would follow the Atlantic rate reduction with the new DC 6-B type Clippers being used in the Atlantic service.

According to the airline, Juan Trippe's project follows the traditional American way.

In the first place, it is undertaken by a free-enterprise competitive company. Secondly, it carries on the American principle of large volume and low profit. Third, it is aimed at taking a commodity—international transportation, in this case—out of the luxury class and bringing it within the reach of "average people."

"It's the Henry Ford Model-T principle," Trippe said. "But in this case, there will be nothing 'Model-T' about the airplanes used." DC-6-B type Clippers are the latest aircraft in production, he said.

Trippe said this new service would bring European vacations within the reach of the average family, of students, and of many other Americans who have never had the time and money for European travel before.

He pointed out that every tourist dollar spent abroad is the same as a Marshall Plan dollar . . . a tourist dollar helps reduce the cost of the Marshall Plan and aid foreign countries in recovery.

Trippe predicts that the one-billion dollars left abroad annually by American tourists can be tripled with low-cost air transportation.

— Second Century of Progress —

Stanford U. Press Offers 'Constitution' Book

Stanford University Press announces a "Patriot's Edition" of YOUR RUGGED CONSTITUTION by Bruce and Esther Findlay. The new edition, in a special binding, is available to business and industrial organizations at a low bulk price. It is for distribution to employees and to civic organizations and other community groups.

The book clarifies the United States Constitution with simple clause-by-clause explanations and "earthy" whimsical drawings. The blend of illustration plus subject matter has produced what is described as "a new kind of book with a terrific impact."

According to T. S. Petersen, president, Standard Oil Company of California—one of many companies which have ordered copies for distribution to employees—the book is "intensely interesting as an exposition of what our Constitution means, or should mean, to us."

Copies may be obtained by writing the Standard University Press, Stanford, California, or by telephoning Davenport 3-9471.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

USE OF IMPORTED STEEL IN CONSTRUCTION

In a recent announcement, John J. Judge, Regional Director, National Production Authority, said that in answer to numerous inquiries, foreign sources of steel cannot be added to allotments from domestic production without diminishing the amounts approved. The same applies on used salvage steel. The official ruling as published by the general counsel for the National Production Authority states:

"Foreign steel, while it may be used to supplement an allotment under Direction 4 to CNIP Regulation 1, may not be used in construction without being charged against the quantities provided for in authorized construction schedules or charged against the quantities for which an individual may self-authorize for his construction."

INVITATIONS TO BID

Invitations to bid have been issued from the U. S. Navy Purchasing Office for various component parts for the Bureau of Ordnance. These parts are described as follows: Cavity liners, Mk 3 for 3"/50 (aluminum stamping)—quantity 836,350, Rings, sealing, gasket-holding, No. 2 (rubber and steel)—quantity 3,443,000, Steel suspension block Mk 17-1—quantity 2,350, Cork space block for 5"/38 cartridge Tank Mk 15—quantity 2,000,000.

Copies of these specifications are on file at the San Francisco Chamber of Commerce Industrial Department. Bids must be submitted by 10 a. m., November 20, 1951.

TAX AMORTIZATION MORATORIUM

Termination of the 60 day moratorium on the issuance of tax amortization certificates was effective October 18 with the following new procedures and criteria established:

1. Immediate termination of the moratorium which began August 18.
2. Issuance of certificates of necessity on construction commenced after Nov. 1, 1951, only if DPA has, prior to the beginning of construction, made a determination as to shortage of the facilities and essentiality of the product.
3. Review of applications on file and canvass of applicants to determine whether construction has been commenced or is still contemplated, and whether an allocation of materials has been requested.
4. Adoption of a formal system of priorities for processing applications based on the essentiality of the product involved.
5. Treatment within priority groups to be based on the extent of the particular shortage involved and the degree to which already certified expansion has reduced it.

HITTING THE HIGH SPOTS with Walt Brown

Reminder from John J. Judge, regional director, Dep't of Commerce: manufacturers who have yet to file supplemental applications for steel, copper and aluminum for 1952 1st quarter use must get their forms to NPA by Dec. 15 . . . **Gayle V. Grubb**, gen. mgr., KGO and KGO-TV, has been elected a vice pres. of American Broadcasting Co. With ABC since 1945, Grubb will continue to head up the net's radio and TV operations in the S.F. area. Over Pac. Coast activities now is newly-named Western Div. Director **William Phillipson** . . . Reports on the recent Nat'l Foreign Trade Convention will be delivered to members of the World Trade Ass'n and Foreign Credit Chapter, Credit Mgrs. Ass'n of No. Calif. this noon at the P'mont by **Alvin C. Eichholz**, **W. I. Nelson**, **H. Alvarez** and **Frank M. Jacobs** . . . First direct one-plane service between S.F. and San Antonio and Houston has been inaugurated by American Airlines and Continental Airlines with DC-6 interchange flights . . . Promoting two big industries down Central Valley way now is the Merced County Fig and Turkey Ass'n, which this wk. finished another big festival, acc'ding to Mer-

ced C. of C. Mgr. **H. B. Pier** . . . **Dean J. Hugh Jackson** of Stanford U. Graduate School of Business will be "Tap Management Night" speaker before the S.F. Chapter, Nat'l Office Management Ass'n tonight at the Bellevue Hotel . . . **Max B. Payne** is new vice pres. and gen. mgr. of Natural Gas Corp. of Calif. . . . **Bernard W. Ford** of Blyth & Co., Inc., has been appointed to Hiller Helicopters' bd. of directors . . . **The Japanese Gov't Overseas Agency** has moved offices to 345 Calif. St. . . . **D. R. Waugh** is now gen. sales staff mgr. for Columbia Steel, succeeding **Charles L. Hamman** who has joined Stanford Research Institute . . . **Union Sugar Co.** of Calif. has moved offices to 230 Calif. St. . . . **Leslie Spelman**, gen. mgr. of Karet of Calif., has been named chairman of the Trans. Comm. of the Manufacturers & Wholesalers Ass'n . . . **Senjo Henie** brings her million-dollar industry-on-ice to the Cow Palace tonight for the start of a 19-performance run . . . **Spring Market Wk.** in S.F. will be Jan. 20-24 in firm show rooms, says **David Gaines**, pres. of the Manufacturers & Wholesalers Ass'n.

Ford New Editor of 'News'

Frank R. Ford, formerly of the Evansville (Indiana) Press, became new editor of the San Francisco News this week. He replaced Frank Clarvoe who has become West Coast representative for the Scripps-Howard Newspaper Alliance.

Mr. Ford has been with the Scripps-Howard newspapers in various editorial capacities since 1923, having served as Evansville Press editor for the past 15 years. His newspaper career began in 1916 with the Marietta, Ohio Register-Leader. He is married and has a daughter who resides in Illinois.

Mr. Clarvoe had served with The News for 27 years, having been editor since 1940.

CLIP THIS . . . As a reminder that the 45th annual Christmas Seal Sale of the San Francisco Tuberculosis Association will open next Monday, Persons who do not receive Seals in the mail may obtain them by calling Douglas 2-1104, or by writing to the San Francisco Tuberculosis Association, 604 Mission Street.

New \$150,000 Motel Here

A new 18-unit, \$150,000 motor hotel is being rushed to completion at 1940 Lombard Street, between Buchanan and Webster, in time for a grand opening on December 1.

The court, known as the AAA Motel, represents an entirely new type of construction for center-of-the-city motels, according to the owner, Hugh H. Smith, Jr. The entire first story is devoted to concrete garages with the units located above on either side of a central corridor.

Smith is a member of the executive boards of the California Motor Hotels Association and California Mission Trails Association, Ltd. He also runs the 110-unit Mission Bell Motel in Daly City and is considering setting up a corporation to build a chain of motels throughout the Western States.

'Thanksgiving—1951'

(Continued from Page 1)

ductor, Pierre Monteux, on the occasion of his pending retirement.

An annual event designed to draw San Franciscans together in a spirit of community Thanksgiving, the luncheon is open to the general public as well as to Chamber and Commercial Club members.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Chamber Observes 'Thanksgiving In San Francisco'



FEATURED PARTICIPANTS in last Thursday's Thanksgiving Luncheon sponsored by the Chamber and Commercial Club were Gen. David Sarnoff (left), chairman of the board, Radio Corporation of America; Supt. of Schools Dr. Herbert C. Clish (center); S. F. Symphony Orchestra Conductor Pierre Monteux and Joseph S. Thompson, who is pictured at top of page 2.

Jerome P. Newbauer Elected President Of Retail Merchants Association

Jerome P. Newbauer was elected president of the Board of Directors of the San Francisco Chamber Retail Merchants Association at its annual meeting held Monday at the St. Francis Hotel.

Newbauer, a member of the firm of Davis Schonwasser, moves into the post held by Raymond S. McConnell of Robert S. Atkins Co. for three consecutive terms.

Other officers of the group elected were: Raymond P. Roberts, Hale Bros., Inc.—1st vice president; McConnell—2nd vice president.

Ernst Outlines Program For Insurance Payroll Saving

Local employers were told Tuesday morning that a saving of \$50,000,000 in terms of Unemployment Insurance payments for 1952 is possible if a program of united action is followed.

The employers were asked to cooperate in reducing unemployment insurance claims for the balance of the year—and thereby reduce the rate for 1952—by Richard Ernst, authority on unemployment insurance and an attorney with Brobeck, Phelger & Harrison. He spoke before a special meeting sponsored by the California State Chamber of Commerce and the San Francisco Chamber held at the Pacific Gas & Electric Company.

Ernst explained that the figure of \$50,000,000 represented an estimate as to the difference between the state tax under two alternate tax schedules in the law.

(Continued on Page 2, Column 1)

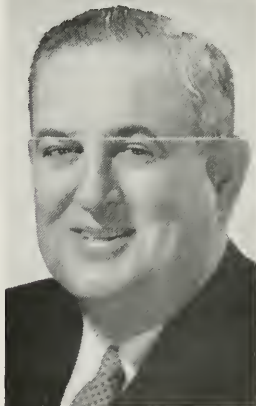
City And Chamber Count Blessings

Business firms and industrial establishments were closed today as managerial staffs and employees took a well-earned day of rest and gave thanks for the blessings of the past year.

San Francisco Chamber President Alan J. Lowrey said, "The business accomplishments of 1951 have been great indeed, and because of the manner in which executives and employees have cooperated, we can now look forward to even greater prosperity for all during 1952."

Mr. Lowrey's remarks were in line with the theme of the Chamber's Second Annual Thanksgiving Luncheon held last Thursday at the San Francisco Commercial Club.

The event featured three honored speakers—Joseph S. Thompson, president, Pacific Electric Manufacturing Corporation; General David Sarnoff, chairman of the board, Radio Corporation of America, and Dr. Herbert C. Clish, superintendent of Schools in San Francisco, who delivered a Thanksgiving luncheon theme address and a tribute to the San Francisco Symphony Orchestra.



CLIP THIS . . . as a reminder that your efforts, as a member of the San Francisco Chamber of Commerce, to engender the interest of others in your Chamber's continuing program of business and civic betterment can lead to even broader accomplishments in the year ahead. Your active support is always needed!

D. J. RUSSELL (above) will, of the first of the year, become president of the Southern Pacific Company. Youngest man ever to serve as the firm's president, he has spent all of his working years with the railroad and was, for three years, a director of the San Francisco Chamber. He replaces A. T. Mercier, president since 1941, who will continue as a director of Southern Pacific Company.

Thanksgiving Speaker



JOSEPH S. THOMPSON (above), president, Pacific Electric Manufacturing Corp., was the principal speaker at last week's Thanksgiving Luncheon. Addressing the more than 350 guests on "What San Francisco Means To Me," Thompson contributed pleasant humor and nostalgia to the meeting; added a serious note by asserting that Americans should "have more peace of mind" by the realization that they are not to near war as many believe.

McGhee To Address Meet Of World Affairs Group

Assistant Secretary of State George C. McGhee is scheduled to be the featured speaker at the Fifth Annual Conference of the World Affairs Council of Northern California, December 7-9, at Asilomar on the Monterey Peninsula.

According to Conference Chairman Harley C. Stevens, a number of other distinguished Middle East specialists will also speak at the conference on the theme, "At the Crossroads in the Middle East."

McGhee is in charge of the administration of American policies in the Near East, South Asia and Africa.

The Asilomar gathering is open to the public. Further information may be obtained from the World Affairs Council of Northern California, 421 Powell Street, YU 2-2541.

Insurance Payroll Savings

(Continued from Page 1)

The experience of all employers," Ernst said, "determines which set of tax rates applies. There must be a good reserve for all employers as a group to permit the lower rates to fix the employer's tax bills."

The unemployment insurance authority then outlined a six-point program which employers should follow to reduce their tax payments.

The program asks that an employer who has a need for employees should notify the state employment authorities and thereby obtain the "where-withal" of a work test. If an unemployed person refuses work without justification, he loses his rights to unemployment insurance.

Ernst announced that a pamphlet entitled "Unemployment Insurance Facts" may be obtained from the Industrial Insurance Department of the California State Chamber, 350 Bush St.

SELF-EMPLOYED PERSONS IN SOCIAL SECURITY

Fourth in a Series

By CHARLES SHREVE, Manager, San Francisco Field Service Social Security Admin.

You can estimate your Social Security payments at age 65 if you will use the following table which is based on average earnings from 1950 to retirement.

Average Monthly Earnings	Retire-ment Payment	Couple Over 65	Family Payments
\$300	\$80.00	\$120.00	\$150.00
200	65.00	97.50	100.00
100	50.00	75.00	80.00

You must be under Social Security at least 1½ years to be eligible for payments.

People now less than 62 must be under Social Security longer. In the event of death, a lump-sum payment goes to your widow or widower or to the person who pays burial expenses. Monthly payments go to widows 65 or over, widows or dependent divorced wives if caring for a child, children under 18, dependent widowers 65 or over, or dependent parents 65 or over.

Letters From Firms And Teachers Praise B-E Day

Hundreds of Communications Attest To Value Of Event

Affirmation of the success of the Chamber's second annual "Business-Education Day" has been found in scores of letters received from teachers and business men who participated in the November 2 event, according to Carl Zachrisson, "B-E Day" Executive Committee Chairman.

Typical are communications received from the Citizen's Federal Savings and Loan Association and a teacher of the Bay View School.

The Citizen's Federal letter said, in part, "We enjoyed the teachers we had with us on Business-Education Day. Their warm letters of appreciation reveal they have

now a better understanding of our operations and the part they play in our economic system. We are strongly in favor of the event and feel that it should be continued."

The Bay View School teachers said, "The firms presented the various phases of their particular field in an excellent manner. This enrichment and inspiration will have a beneficial carry-over into the community and school."

The return visit of the businessmen to the city's schools — "Education-Business Day" will take place early next year.

— Second Century of Progress —

Chamber Gives Best Wishes To Fagan and Ball Club

Chamber President Alan J. Lowrey this week sent the following telegram to Paul I. Fagan, president of the San Francisco Baseball Club:

"Congratulations and best wishes on your decision to 'field' the Seals in 1952! With your determination to build a League leader and San Francisco's historic appreciation of good baseball, the San Francisco Chamber is ready and willing to afford all possible cooperation to help the Seals win League leadership.

White Stag Expands Apparel City Facilities

The White Stag Manufacturing Company has added 10,000 square feet of plant space to its operation at Apparel City, according to Fred Pruter, president of the garment center.

This brings White Stag's total manufacturing space to 30,000 square feet.

The firm, whose headquarters are in Portland, Oregon, is one of the largest skits manufacturers and a leading manufacturer of men's and women's togs. Its Apparel City plant was opened less than a year ago.

Goodwill Emissaries And Hosts In Central Valley



GUESTS OF THE CENTRAL VALLEY EMPIRE ASSOCIATION, 19 San Francisco Chamber of Commerce delegates last week spent two days in a trade development trip in the Central Valley. The group, intermingled with their hosts, are shown here as they arrived in Merced, November 13, on a special United Air Lines chartered plane. (Photo courtesy Merced Sun-Star.)



RMA ELECTS OFFICERS

Pictured here in their annual election meeting held in the St. Francis Hotel Monday noon are members of the Board of Directors of the Retail Merchants Association who chose Jerome P. Neubauer (standing, center) as president for the ensuing term. He replaces Raymond S. McConnell (standing, left) who held the post for three consecutive terms and now becomes Second Vice President. First Vice President is Raymond P. Roberts (standing, right). Other Board members, left to right (seated) are: Ralph A. Brown, Paul Elder, Jr., B. M. Joseph, Homer Harris, W. J. Lee, Maude Cottrell, Asst. to the Managing Director, Karl M. Stull, Thomas J. Leneban, P. R. Mills and Adolph Kaufmann.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-7516—NAMTRA CORPORATION, P. O. Box 1064, Pasadena 20, Calif., desirous of representing manufacturers of appliance type durable goods, equipment for the home, office, apartment, motel, etc.

D-7547—GEORGE SHELTON, Russell's Music Shop, 508 West Clark, Pasco, Wash., manufacturer's representative and sales agent, interested in acquiring new lines in various fields.

D-7548—ROBERT S. PARKER, 3730 Highgrove Drive, Dallas, Texas, interested in acting as a factory representative for a San Francisco manufacturer wishing to establish itself in the Dallas area.

D-7549—NELSON NAME PLATE COMPANY, 126 North Glendale Blvd., Los Angeles 26, Calif., wish to appoint a manufacturer's representative in the San Francisco area for their fabricated etched, lithographed and embossed metal and/or plastic nameplates, dials, panels and aluminum foil-plate.

D-7562—UNIT PROGRESS COMPANY, Route 4, Box 707, Kirkland, Washington offers engineering representation to local manufacturers wishing this type of service for their products.

D-7563—G. H. DRAPEL, 6337 Seawee, Houston 5, Texas, wishes to represent local manufacturers of mill, industrial, foundry supplies and equipment in the state of Texas.

D-7564—ELDRIDGE FOOD SALES, 930 S. E. Oak Street, Portland 14, Oregon, interested in acting as distributors in the Pacific Northwest trade territory for local food products manufacturers.

D-7565—ATOMIC PRODUCTS COMPANY, 633 Englewood Avenue, Kenmore 23, N. Y., wish to appoint a sales representative in San Francisco for their ignition damp-proofing electrically operated equipment, suitable for electric generators, motors and control equipment.

D-7566—WARNER R. WADDELL, 4136 N. E. Grand Avenue, Portland, Oregon, interested in acting as a representative in the states of Oregon and Washington calling on dealers, wholesalers and jobbers.

D-7567—AMERICAN INDUSTRIAL SYSTEMS, INC., 10 Shore Boulevard, Brooklyn 35, N. Y., importers of famous paintings and religious prints woven in silk in France interested in appointing a sales representative for this area.

D-7568—MORAN FLEXIBLE JOINT COMPANY, 215-217 West Main Street, Louisville 2, Ky., interested in securing a mill supply house to represent them. Also interested in representing local manufacturers in Kentucky.

Jr. Chamber 'Boss Day' Luncheon Next Thursday

J. Roger Deas of American Can Company will be the featured speaker at the San Francisco Junior Chamber's yearly "Bosses' Day" luncheon to be held Thursday, November 29, at the Commercial Club.

Elmer D. Samson, Junior Chamber President, will preside at the gathering which will honor, in addition to employers, leading civic dignitaries and past presidents of the Junior Chamber.

Deas was secretary-manager of the San Francisco Junior Chamber (1942-44) and is a past president of the California State Junior Chamber (1944-45).

Tickets for the "Bosses' event may be obtained at the San Francisco Junior Chamber of Commerce office, 333 Pine St.

Powell-Market—Fort Bliss!

A San Francisco Street sign is "firmly implanted in the soil of Texas—thanks to the San Francisco Chamber," according to a letter received here recently.

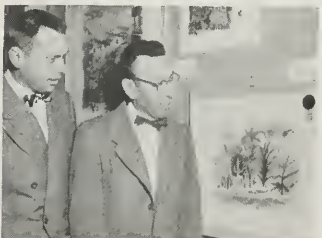
Corporal Steve Crowley of the 238th Anti-Aircraft Gun Battalion wrote, saying the Powell-Market street marker sent the former San Francisco national guard unit now at Fort Bliss, Texas had arrived safely. "With all the fanfare accorded a five-star general," it was mounted near the battalion headquarters.

The sign was flown to the Texas base by the 1117th Special Air Mission Squadron after the Chamber's Public Affairs Department had obtained it, at Crowley's request, from the San Francisco City Engineer.

Winners Display Ad Art In Exhibition

Twenty Firms, Artists, Given Citations

The contribution of business to modern commercial art is exemplified at the Fourth Annual Exhibition of Advertising Art now



BOB BACH (left), winner of five Awards of Excellence in the Exhibition of Advertising Art, discusses one of his winners with Harry Diamond who claimed the Foster & Kleiser gold medal for the best poster.

open to the public at the headquarters of the Society of Artists and Art Directors, 252 Clay Street. Exhibit hours are 12 noon until 8 p.m., Monday through Saturday.

Featured are 250 pieces of advertising art selected from a total of 1050 entries. From the 250, 20 last week were cited as outstanding. Winners of these citations, followed by the firms for which the work was executed, are as follows:

Rio Ready Studio—Joyce, Inc.; Harry O. Diamond—Hawaiian Pineapple Co. Ltd.; Lowell Herro—Peerless Yeast Co.; James Hansen—M.J.B. Coffee Co.; Robert Gault—Lincoln-Mercury Dealers' Assn., Inc.; Western Region: Bill Hyde—Hawaii Visitors' Bureau; Harold Quirran—Kaiser Graphic Arts; Bruce Romberger—Saturday Evening Post; Stanley W. Gault—Saturday Evening Post; Paul G. Foster—Standard Oil Company of California.

Glen Grobe and Bill Hyde—Stanford & Standvick; Amado Gonzalez—American Photo Engravers Assn.; Jaors Eng, Glen Grobe, Pezale Bach, Bruce Ruffe, Sophie Porter and Paul G. Foster—Hawaiian Pineapple Co. Ltd.; Don Romano—Bank of America, N.T. & S.A.; Bruce Ruffe—Italian Swiss Colony; Harry O. Diamond—Southern Pacific Company; Graeme Thomson and Don Hamer-Shawel—California Ink Co. and James Eng—Lincoln-Mercury Dealers, Inc.

Business in Defense

(This column is prepared by the Chamber's Industrial Department as part of this organization's plan to keep members informed of developments in the Nation's defense program, and to furnish information of help to members contributing to the program.—Ed.)

RAPID TAX AMORTIZATION

The Defense Production Administration announced recently that companies starting construction of new industrial facilities before January 1, 1952, will be permitted to apply for rapid tax amortization without having obtained prior approval of the projects. DPA said it is postponing until January 1, 1952 its recently announced proposal to adopt a system of pre-certification as a requirement for issuance of necessity certificates for tax amortization on new plant construction started after November 1, 1951. Applications may now be submitted within six months after the construction is started.

CERTIFICATES OF NECESSITY

In a recent release, the Defense Production Administration announced that accelerated amortization has been approved for 4,261 new or expanded facilities with a total proposed investment of \$9,834,447,881. The following amounts were certified between September 23 and October 18 for the Bay Area firms indicated:

Company	Product or service	Amount Certified
Kaiser-Frazier Corp. San Leandro	Airplane parts	\$771,688
Moore Industrial Co., Industrial Assets Co., San Jose	Machine tools	\$89,093

INVITATIONS TO BID

The General Services Administration, Seattle, Washington, has issued invitations to bid on the following products: (Copies of the invitation are available for reference at the Chamber's Industrial Department.)

Fuel oil and kerosene
Pneumatic drills
Tractor, Gunité Machine
Heaters
Grader Blades
Groceries
Hoist Slings and Chokers
Plow Steel Wire
Track Bolts, Spikes, Derails, Pipe, Pipe Caps, and Joins
Lumber
Burner
Conduit, Valves, Washers, Unions, Wire gauges.

Benicia Arsenal has issued an invitation to bid on various large quantities of Nailed Wood Shipping Boxes. Quantities range from 18,200 to 52,000 in weekly deliveries up to 2000. Sizes range from 10"x5"x18" to 18½"x14"x25". Specifications are available for reference at the Chamber's Industrial Department.

The U. S. Navy Purchasing Office has issued the following invitation to bid, opening date 29 November 1951:

Ignition Element Cup (Soft copper)
Quantity 1,470,000.

HITTING THE HIGH SPOTS with Walt Brown

Newest official list of metals and other scarce materials, giving the present status of supply, is being distributed by the S. F. office of the NPA—870 Mkt. St. The list, "Basic Materials and Alternates," compiled by the DPA, designates a dozen metals as "most critical." This is the first time DPA has issued such a critical list . . . **Pan American World Airways and Pacific Transport Lines, Inc.**, have entered into an agreement offering passengers the option of traveling one way by air and one way by sea at regular roundtrip discounts . . . **Beige and Blue** have been selected by the Manufacturer-Retailer Liaison Comm. for a S. F. Bay Area store-wide promotion the wk. of Jan. 21, acc'ding to Chairman **Lowell Trautman** of H. C. Capwell Co., Oak . . . **United Air Lines** has added its own strong opposition to any alteration of the system of common air fares from the East and Midwest to Pac. Coast cities—a subject with which the Chamber's Trans. Dept. has been

considerably concerned of late . . . **Tomatoes**—one of California's most important conning vegetables—are being canned in huge quantities this year, according to a survey made by **American Can Co.** Its report shows that state canners are setting aside enough tomatoes from this year's pack to supply a year's needs of about 60 United States Army divisions! . . . (78,000 acres of tomatoes were planted in Calif. in 1950) . . . **The Institute of International Education**, opening a regional office in S. F., will hold a conference Mon., Dec. 3 in the F'mont Hotel at which local leaders will explore the entire field of international exchange-of-persons programs and particularly the services which the S. F. office can contribute to institutions in this area . . . **Compliments to Western Air Lines** for its recent colorful book, "Wings Over the West" which dramatizes in pleasing fashion the firm's 25-year history.

"Bosses' Day" Speaker



J. ROGER DEAS of American Can Co. will speak at the J.C. "Bosses' Day" luncheon next Thursday. Purpose of the event is to acquaint employers of Junior Chamber members with the value of the civic group's activities. Tickets for the coming luncheon may be secured at the J.C. office, 333 Pine Street. (See story, Page 3.)

Stock Exchange Lecture Series Nears Completion

Next Tuesday night the San Francisco Stock Exchange will end the "most popular" lecture series in its history, according to Ronald E. Kaehler, president of the Exchange and a San Francisco Chamber Director.

More than 500 persons have attended the series on Securities held for four weeks at the Marina Adult School auditorium, Fillmore and Bay Streets.

John E. Eidell, partner, Shuman Agnew & Co., will deliver the closing lecture. His subject, "The Current Economic Outlook," will be followed by the usual question and answer period conducted by Carl Schick, director of public relations for the Exchange.

—Second Century of Progress—

"Fashions in Blue For '52"

A Spring and Summer Market Show scheduled for January 20-23 was announced this week by the Golden Gate Travelers Association. Theme of the event, tying in with a "Blue Promotion" to be in effect in Bay Area stores at that time, will be "Out of the Blue—Fashions for '52." It will be held in the Hotel Bellevue.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

Business Activity Continues Rise

October general business activity in San Francisco bettered October a year ago by 11.1 per cent, and the first 10 months' activity came through 13.7% above last year, the Chamber's Research Department reported this week.

Major activities revealing increases for the cumulative period include: financial transactions 18.9%, retail trade 3.9%; electrical energy sales 9.3%; freight car movements 9.5%; Port of San Francisco revenue tonnage 7.5%; placements 34.8%; San Francisco Airport traffic (9 months)—planes 22.8% and passengers 20.6%. Only major activities to show decreases were real estate transactions which were off 10.7%, and total construction value off 25.1%; however, additions, alterations and repairs in the construction group accounting for nearly one-fifth of total construction during the first 10 months, gained 24.9%, due primarily to developments in the non-residential field.

TRADE

October retail department store sales in San Francisco were 2.9% above last October, based on the unadjusted Index of the Federal Reserve Bank. Installment sales accounted for 9% of September sales; regular charge accounts for 48%; and cash and C.O.D. sales accounted for 43% compared to 9%, 49%, and 42% respectively for last September.

Independent retail store sales in San Francisco, reported by the Bureau of the Census for September (latest available) were 8% below last September and the cumulative for the 9 months was off 4% compared to losses in the nation of 9% and 10% respectively.

Pacific Coast Wholesaler sales for the first 9 months were up 11% compared to 9% in the nation, according to the Bureau of the Census. Inventories at the end of September were up 41% on the Pacific

(Continued on Page 4, Column 1)



PLANNING DEFENSE MEASURES for San Francisco's retail districts are the above officers of district associations—left to right (seated): Arthur Blum, Polk Street; Harold Starr, Mission Street; (right) Dr. Charles deGuerve, Eureka District; (standing) John C. Minudri, West Portal; Anthony J. Boxer, Fillmore; and Horace J. Cardinal, Fillmore. Seated, third from left, is Rear Admiral A. G. Cook (Ret.), director of the San Francisco Council and Corps.

District Associations Working On Defense Plan

San Francisco's district merchants associations shortly will announce a master plan for operating under conditions of emergency in the event of enemy attack or other disaster.

Chamber Urges Adoption Of Bridge '7-Point' Program

Belford Brown, Chairman of the San Francisco Chamber Traffic and Highway Committee, this week urged the California Toll Bridge Authority to adopt a Seven-Point Program for refinancing the San Francisco-Oakland Bay Bridge.

Brown represented the Chamber in a San Francisco delegation which appeared before the Authority in Sacramento Tuesday.

The Seven-Point Program which the Chamber is supporting in cooperation with the City and County of San Francisco provides for repaying certain State Highway and State General Fund appropriations of the past, making needed improvements on the bridge, constructing new approaches, and completing studies of possible new crossings—payments to be made from continued tolls.

"Adequate highway transportation looms in the forefront of our city's problems," said Brown in urging the Authority to adopt the program which, he said, is "a sound method to solve our bridge approach problem."

Representing Mayor Elmer E. Robinson at the hearing were Chief Administrative Officer Thomas Brooks and Controller Harry Ross.

Officers of district associations currently are in the final stage of formulating such a plan under auspices of the San Francisco Chamber in cooperation with Rear Admiral A. G. Cook (Ret.), director of the San Francisco Disaster Council and Corps.

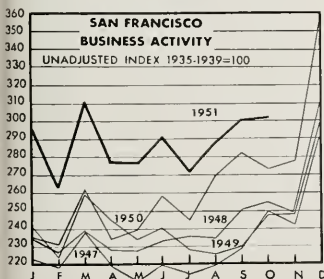
According to Chamber President Alan J. Lowrey, district officials—all members of the Chamber's Retail Merchants Association—are working toward a plan which will have among its goals:

(1) Reserving of stocks for customer use within each district so that each will tend to be self-supporting; (2) Organizing so that looting of stores will be kept at a minimum; (3) Returning as near to "normal business" as possible after the emergency has struck; (4) Cooperation with auxiliary police and other emergency officers in general disaster work.

— Second Century of Progress —

Industrialists Hosted Here

"The most influential men in European industry" were guests in San Francisco last week of the San Francisco Chamber, the National Management Council and the local office of the National Association of Manufacturers. Events arranged for the eight-man ECA team included a special press conference, a luncheon, meetings with San Francisco industrial leaders and a tour of the area.



Survey of Business Conditions in San Francisco

October, 1951

BRANCH OF ACTIVITY	OCT., 1951	OCTOBER, 1950	PER CENT CHANGE	TEN MONTHS 1951	TEN MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1) S.F. C. of C. Index 1935-39 Avg. = 100.....	303.7	273.3	11.1	287.7	253.0	13.7
CONSTRUCTION PERMITS (2)						
Total.....(number)	652	776	-16.0	6,828	8,359	-18.3
(value).....	2,466,772	6,684,619	-63.1	47,018,415	62,707,150	-25.1
Residential, New.....(number)	72	145	-50.3	1,245	2,249	-44.8
(value).....	911,900	1,642,100	-43.5	13,777,399	28,572,438	-51.8
Dwelling Units.....(number)	93	172	-44.4	1,550	2,976	-47.9
Single-family Units, New.....(number)	61	123	-50.4	1,126	2,044	-44.9
Multi-family Units, New.....(number)	32	49	-34.7	424	932	-54.6
Non-Residential, New.....(number)	22	9	144.4	311	680	-54.5
(value).....	143,640	3,634,314	-96.1	1,761,758	21,743,648	-18.3
Additions, Alterations and Repairs.....(number)	570	696	-6.0	4,427	5,802	-23.0
(value).....	1,411,272	1,388,296	1.7	15,479,318	12,391,064	25.9
Housekeeping Dwellings.....(value)	362,603	376,164	-3.6	3,641,400	3,670,732	-0.8
Residential, Non-housekeeping.....(amount)	22,590	94,475	-76.2	197,711	688,000	-71.8
Non-residential.....(value)	1,026,111	917,567	11.8	11,365,307	8,252,332	37.7
REAL ESTATE (3)						
Deeds Recorded.....(number)	1,687	1,838	-8.2	16,464	18,444	-10.7
Mortgages and Deeds of Trust.....(number)	1,461	1,631	-10.4	13,804	15,589	-11.5
(amount).....	16,637,124	17,837,671	-6.6	140,158,826	132,863,504	5.5
RETAIL DEPT. STORE SALES (4) San Francisco.....(Index)	281	273	2.9	266	256	3.9
FINANCE						
Bank Debts (4).....(\$000)	3,190,289	2,758,633	15.6	29,811,501	25,072,883	18.9
Bank Clearings (5).....(\$000)	2,472,850	1,967,834	25.7	22,647,777	17,591,340	28.5
Postal Receipts.....(\$)	2,314,686	1,912,944	21.0	21,354,135	19,437,691	9.4
S.F. Stock Exchange (7).....(shares traded)	2,446,241	1,517,944	58.0	13,612,234	11,874,064	15.5
(market value \$)	20,439,307	21,475,224	-4.8	200,687,771	211,630,174	-5.2
COMMERCIAL FAILURES (8)						
Liabilities.....(number)	189,605	774,783	-75.5	2,740,303	4,268,494	-35.8
Assets.....(\$)	71,145	123,588	-42.4	2,690,365	2,812,373	-4.3
MFG. INDUSTRIES—WAGE & SALARY WORKERS—						
BAY AREA (6 Counties) (9)						
Employment.....(number)	190,300(a)	182,500(a)	4.1	177,980(b)	162,407(b)	9.6
Payrolls.....(avg. wdky. earnings \$)	74,934(a)	68,314(a)	9.9	72,281(b)	63,761(b)	9.9
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundrying, Cleaning, Dyeing.....(avg. wdky. earnings \$)	50.90(a)	48.14(a)	5.7	49.34(b)	46.70(b)	5.7
Wholesale Trade.....(avg. wdky. earnings \$)	73.21(a)	68.79(a)	6.4	72.19(b)	67.61(b)	6.8
Retail Trade.....(avg. wdky. earnings \$)	57.44(a)	56.14(a)	2.3	56.54(b)	53,644(b)	5.4
Hotels.....(avg. wdky. earnings \$)	47.31(a)	41.65(a)	6.9	41.38(b)	41.18(b)	0.4
PLACEMENTS IN S.F. (10)						
Commercial.....(number)	833	1,010	-15.6	9,062	7,554	19.9
All Other.....(number)	3,030	2,861	6.1	25,212	17,943	40.5
TRANSPORTATION						
Freight Car Movements (11).....(number)	17,836	16,967	5.3	166,527	152,122	9.5
S.F. Airport Traffic (12)						
Planes In and Out.....(number)	9,723(a)	7,505(a)	29.6	75,258(b)	61,266(b)	22.8
Passengers Off.....(number)	68,780(a)	59,200(a)	16.2	557,912(b)	447,983(b)	20.1
Passengers On.....(number)	65,289(a)	59,651(a)	9.6	536,289(b)	443,080(b)	21.1
Air Mail Loaded and Unloaded (12).....(lbs.)	2,396,315(a)	1,475,011(a)	62.7	20,236,200(b)	11,411,750(b)	77.3
Air Express Loaded and Unloaded (12).....(lbs.)	461,675(a)	677,771(a)	-31.9	5,138,171(b)	3,348,301(b)	34.6
Air Freight Loaded and Unloaded (12).....(lbs.)	3,145,007(a)	3,267,185(a)	-3.7	23,674,680(b)	23,497,159(b)	9.3
Express Shipments (13) Rail.....(number)	130,013	137,094	-5.2	1,089,443	1,344,485	-24.1
Air.....(number)	14,936	16,479	-9.4	140,923	169,915	-17.1
PORT OF SAN FRANCISCO (14)						
Total.....(revenue tons)	524,331	586,954	-12.2	5,506,655	5,120,659	7.5
Coastwise.....(revenue tons)	14,534	14,133	3.0	104,648	121,617	-14.0
Intercoastal.....(revenue tons)	52,949	66,752	-20.7	518,320	572,172	-9.4
Foreign.....(revenue tons)	257,495	271,147	-5.0	2,700,404	2,139,547	25.0
CARGO VESSELS (S.F. Bay) (15)						
Arrivals.....(number)	374	325	15.1	3,687	3,275	12.6
Departures.....(number)	381	361	5.5	4,732	3,300	13.1
UTILITIES						
Electric Energy Sales (16) (k.w. hours).....(Index)	231	218	6.0	234	214	9.3
Industrial and Commercial Gas Sales (16).....(cu. ft.)	1,061,062,109	1,032,177,200	2.8	12,572,819,600	11,609,856,700	8.3
Water Consumption—Residential (17).....(cu. ft.)	113,440,000	119,344,000	-5.0	1,084,621,000	1,104,736,000	-1.8
Commercial and Industrial.....(cu. ft.)	156,362,000	157,302,000	-0.5	1,555,706,000	1,551,583,000	0.3
NEW DEVELOPMENTS						
Town and Sider Industries (1).....(number)	833	308	170.5	9,381	6,796	38.1
Bay Bridge Vehicle Crossings (18).....(number)	2,650,951	2,509,380	5.6	25,106,517	24,080,315	4.5
Golden Gate Bridge Vehicle Crossings (19).....(number)	888,738	799,926	11.1	8,965,348	8,067,343	11.1
DAIRY RECEIPTS (20)						
Butter.....(lbs.)	1,707,356	1,798,680	-4.9	25,147,421	23,422,782	7.5
Cheese.....(lbs.)	1,735,753	1,459,284	19.9	15,480,223	15,480,223	0.0
Eggs.....(cases)	88,584	85,145	4.0	932,626	832,796	11.9
Poultry, Dressed.....(carlots)	1,568,062	2,668,867	-41.2	13,662,657	14,282,474	-4.8
(1951).....(carlots)	1,577(a)	1,577(a)	0.0	17,434(b)	16,833(b)	3.6
FRUITS AND VEGETABLES (20)						
Total.....(total).....(number)	178,967	150,463	18.9	1,556,636	1,485,783	8.7
LIVESTOCK SLAUGHTER (20)						
Cattle.....(number)	39,912	32,876	21.4	324,777	315,669	2.9
Calves.....(number)	8,605	8,366	2.9	72,531	102,225	-29.0
Sheep and Lambs.....(number)	41,564	67,094	-38.7	657,749	662,727	-0.8
(number).....	48,886	41,515	17.8	402,144	404,141	-0.5
S.F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food.....(Index)	234.8(a)	214.3(a)	9.8	237.8(c)	211.9(c)	12.2
Apparel.....(Index)	202.7(a)	184.9(a)	9.6	201.1(c)	182.5(c)	10.2
Rent.....(Index)	134.2(a)	123.5(a)	8.7	133.1(c)	123.3(c)	8.1
Fuel, Electricity and Ice.....(Index)	92.1(a)	92.1(a)	0.0	92.1(c)	85.8(c)	7.3
Household Furnishings.....(Index)	180.9(a)	169.7(a)	6.6	180.7(c)	162.2(c)	11.4
Miscellaneous.....(Index)	175.3(a)	167.7(a)	4.5	174.4(c)	166.6(c)	4.7
All Items.....(Index)	188.4(a)	175.3(a)	7.5	188.5(c)	173.5(c)	8.6

*New series; (a) September (latest available); (b) 9 months cumulative; (c) March-June-September quarterly average.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Employment; (11) Pacific Car Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Harbor Commissioners; (15) Marine Exchange, Inc.; (16) Pacific Gas & Electric Co.; (17) Water Department, City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Department of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

SALUTE TO LEADERSHIP

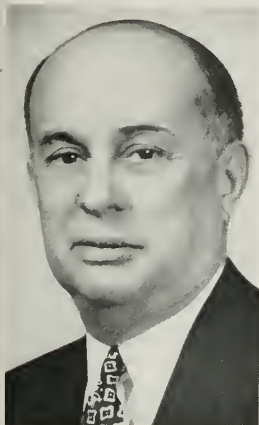
Luncheon Honoring

A. T. MERCIER

and

D. J. RUSSELL

*Incoming and Outgoing Presidents
Southern Pacific Company*



Thursday, Dec. 13, Colonial Room, Hotel St. Francis

Sponsored by the San Francisco Chamber of Commerce — Adrien J. Falk, Chairman of the Day

FORTY-EIGHT YEARS WITH ONE RAILROAD

Mr. Mercier joined Southern Pacific in 1904, becoming president December 11, 1941. Earlier he served as president of the San Diego and Arizona Railroads, an affiliate, and vice president of the Pacific Electric Railway at Los Angeles. Today Mr. Mercier finds his greatest satisfaction in associations with people of his railroad.

LEADERSHIP has been the keystone of the solid progress of the American enterprise system. Such leadership has helped to build the Southern Pacific Company—one of the world's greatest transportation systems, headquartered in San Francisco.

To both Mr. Mercier and Mr. Russell belong the plaudits of a vast region of which San Francisco is the hub—to Mr. Mercier for past successes . . . to Mr. Russell for future accomplishments.

San Francisco salutes them!

YOUNGEST EVER TO ASSUME POST

Mr. Russell is the youngest man ever elected president of the Southern Pacific. Like his predecessor, he has spent all of his working years with the railroad. His first job was as timekeeper in 1920. He subsequently served as section gang foreman, roadmaster and assistant division superintendent. Early in 1951 he was appointed executive vice president.

PLEASE RETURN, AS YOUR RESERVATION, THE COUPON REPRODUCED BELOW

San Francisco Chamber of Commerce
333 Pine Street, San Francisco 4, Calif.

Please reserve _____ place(s) for me, at \$3.00 each, at the luncheon honoring Mr. Mercier and Mr. Russell, to be held Thursday, December 13, in the Colonial Room, Hotel St. Francis.

Check _____ Name _____
Enclosed _____ Firm _____
\$ _____ Address _____

*Please
Make Your
Reservations
EARLY!*



— \$3.00 a plate —
(tax included)

Business Activity

(Continued from Page 1)

Coast compared to 33% in the nation. Pacific Coast automotive sales for the 9 months were up 21%; electrical group 15%; furniture-household furnishings 2%; hardware 21%; jewelry 10%; lumber-building materials 11%; plumbing and heating 38%; beer 8%; drugs and sundries 17%; fresh fruits and vegetables 7%; groceries 4%; meats 30%; and tobacco products 5%. Dry goods sales were identical to the cumulative period last year but sales of wines and spirits were off 2%.

FINANCE

San Francisco financial transactions during October of \$3,190,289,000 were up \$8.7 million over September and \$331 million over last October. The 10 months cumulative of \$29.8 billion was \$4.7 billion or 19% over last year and accounted for more than one-quarter of the total gain for the Twelfth Federal Reserve District. Based on financial transactions, the brightest spots in the District in October, compared to a year ago, were Ventura 61%; Stockton 22%; Oakland 25%; Ogden 22%; Riverside 21%; San Jose 20%; San Diego 20%; and San Francisco 16%; the District averaged 12%. On the basis of the 10 months period Ventura experienced a 44% increase followed by Phoenix with 27%; San Diego 26%; Oakland 24%; Portland 24%; Fresno 22%; Ogden 22%; Seattle 20%; San Francisco 19%; and the District 18%.

EMPLOYMENT

October placements in San Francisco included 853 commercial, 1,091 industrial; 1,118 service, sales and Junior; and 821 casual labor, bringing the total to 3,883 compared to 3,871 a year ago. Continued unemployment insurance claims in San Francisco for week ending October 25 were down 5,438, of which 2,959 were service; 382 maritime; 1,473 industrial; and 624 commercial. Continued claims in the Bay Area for the same period accounted for 18% of the State total compared to 20% a year ago and were 32% below the similar period last year.

MANUFACTURING

Manufacturing industries in the San Francisco-Oakland Metropolitan Area were employing 190,300 wage and salary workers in September (latest available) compared to 182,800 a year ago. Principal gains were in primary metals, machinery including electrical machinery and transportation equipment; and in food and kindred products. Manufacturing industries employment during the first 9 months averaged 15,500 above a year ago or 9.6%. Average weekly earnings in September amounted to \$74.95 compared to \$68.31 last October or an increase of 9.9%. Average hours worked per week amounted to 40.2 compared to 39.7 a year ago. Average hourly earnings amounted to \$1.86 compared to \$1.72 a year ago.

TRANSPORTATION

San Francisco freight car movements in October amounted to 17,836 compared to 14,480 in September and 16,967 last October. The 9 months cumulative of 166,327

HITTING THE HIGH SPOTS with Walt Brown

Three out of the 34 members of the newly-elected bd. of directors of the California Retailers Assn. are San Franciscans: **Newton Hale**, Hale Bros.; **E. C. Lipman**, Emporium-Capwell, and **Carl Livingston**, Livingston Bros. Continuing in current terms are **Malcolm Brock**, Bakersfield—president; **Lipman**—1st vice president, and **C. S. Davis** of The White House—2nd vice president . . . **L. E. Davis**, former manager of the American Can Co. plant in Sacramento, is new plant mgr. of Conco's Pacific factory here, according to **C. W. Roberts**, Pac. Div. vice pres. Davis replaces **G. A. Kamena** who has been named mgr. of the company's Sacto. plant . . . **Dr. Harold Fisher**, director of the Hoover Library at Stanford, has been named as

an additional speaker at the Institute of Int'l Education Conference Dec. 3 at the Fimont Hotel . . . **Pacific Transport Lines, Inc.**, moved its executive staff offices last wk. to the 6th floor, 262 Calif. St. . . . **Congressman John Shelley** last wk. called on the forces of labor and management within the U.S. maritime industry to unite in a modernization program; Shelley was principal speaker at a Chamber-Propeller Club-Commercial Club luncheon . . . The Chamber's **World Trade Dept** today will hold the first of a new series of meetings designed to make available to Consular Corps members and commercial representatives stationed here in S.F. up-to-date sources of commercial information about S.F.

cars were 9.5% above same period last year. The Port of San Francisco during October handled 524,331 revenue tons compared to 596,954 in October last year. Foreign shipments accounted for 257,495 tons compared to 271,147 tons a year ago. Total shipments for the 10 months of 5,506,655 tons showed an improvement of 7.5% over a year ago. Foreign movements of 2,700,404 tons were up 25%. Cargo vessels arriving in October numbered 374, an increase of 15% over last October, and the 10 months cumulative of 3,687 represented an improvement of 12.6%. Value of foreign trade through San Francisco Customs District for the month of August (latest available) reported by the U. S. Department of Commerce, amounted to \$26,000,000 in exports and \$30,700,000 in imports.

San Francisco Airport reported planes in and out during September amounted to 9,723 or an increase of 29.6% over last September. The passengers off increased 16.2% and on 9.6%; air mail loaded and unloaded 62.7%; air express shipments were off 30.7% and air freight off 3.7%.

INTER-CITY AND INTER-STATE TRAFFIC

October Bay Bridge vehicle crossings of 2,650,951 were 5.6% above October last year and attained the second highest monthly total on record, only exceeded by the August total of 2,678,178. The 9 months cumulative of 25,106,517 crossings were up 4.5%. Golden Gate Bridge vehicle crossing of 888,738 were up 11.1% and the 10 months cumulative of 8,965,158 was up 11.1%.

Out-of-State automobiles entering Northern California border checking stations accounted for 52.6% of the State entries or 55,139 cars and carried 132,302 passengers or 50.8% of the State total. Stages brought in additional 36,758 persons during October through these stations or 44.7% of the State total.

TOURIST AND SETTLER INQUIRIES

Tourist and Settler inquiries received by

the San Francisco Chamber of Commerce in October were 2.7 times the number received last October and the 10 months cumulative was more than one-third above a year ago.

UTILITIES

Sales of electrical energy in San Francisco during the first 10 months represented an increase of 9.3%; industrial and commercial gas sales were up 8.3%; and commercial and industrial water consumption was practically identical to a year ago but residential water consumption dropped off 1.8%.

CONSTRUCTION AND REAL ESTATE

October building permits in San Francisco numbered 652 and were valued at \$2,466,772. Residential accounted for 72 permits amounting to \$911,900 and provided for 93 dwelling units of which 61 were single-family dwellings; 10 were in 2-family dwellings and 22 in multi-family dwellings—bringing the 10 months cumulative to 1,550 dwelling units compared to 2,976 a year ago. There were 10 permits for new non-residential construction in October amounting to \$143,600 and there were 570 permits for additions, alterations and repairs amounting to \$1,411,272—this group accounted for over 57% of all permit-value issued in October. The 10 months cumulative permits of 6,828 valued at \$47,018,415 represented a decrease of 18.3% in number and 25.1% in value.

SAN FRANCISCO LIVING COSTS

San Francisco Consumer Price quarterly Index report by the U. S. Department of Labor for September for All Items was 188.4 or 7.5% above September last year. The All Items Index quarterly average for March, June and September was 188.6 or 8.6% above a year ago. The statement in our September Survey which read "8.6% below a year ago" was an error.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

BAY REGION BUSINESS

WALTER J. BROWN, Editor

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.



Bay Region Business

PUBLISHED BY THE SAN FRANCISCO CHAMBER OF COMMERCE

W. P. Fuller, III, 1952 Chamber President

Factory Expansion Up To \$107 Million

Over \$16,000,000 invested in new and expanded Bay Area manufacturing plants in projects announced during the month of October brought yearly totals to nearly 107 million dollars, according to latest figures announced by Ray W. Turnbull, Chairman of the Chamber's Industrial Development Committee.

One new plant and four plant expansions added \$884,000 to San Francisco's industrial capacity, he said, while 10 new plants and 29 expansions in the remaining 11 counties of the area brought the investment figure to \$15,286,000.

"The trend toward a record-breaking year of industrial growth continues," Mr. Turnbull said, indicating that the previous postwar high was in 1947 when \$127,565,903 was invested in new and expanded manufacturing plants and equipment.

Cumulative figures through October, 1951, are as follows:

San Francisco		
19 New Plants	\$ 360,000	148 Jobs
59 Expansions	7,563,592	451 Jobs
78 Projects	\$7,923,592	599 Jobs
Bay Region (12 Counties)		
78 New Plants.....	\$20,409,700	
332 Expansions	86,495,775	
410 Projects	\$106,905,475	
Northern California (48 Counties)		
94 New Plants	\$ 49,134,700	
370 Expansions	101,528,082	
464 Projects	\$150,662,782	

(Continued on Page 4, Column 1)

— Second Century of Progress —

Chamber Urges Waldo Approach Modernization

The San Francisco Chamber went on record Tuesday night as recognizing the need for modernization of the Waldo approach to the Golden Gate Bridge.

Belford G. Brown, chairman of the Chamber's Traffic and Highway Committee, advised the Senate Interim Committee on Golden Gate Bridge Problems meeting in Mill Valley's City Hall that the Chamber recommends that plans, survey and acquisition of right of way be expedited so that construction of a modernized northerly approach to the Bridge may be undertaken at the earliest possible date consistent with available finances and engineering findings.

W. P. Fuller, III, Treasurer, W. P. Fuller & Co., was elected 1952 President of the San Francisco Chamber of Commerce by the new Chamber Board of Directors which convened Tuesday morning at the Fairmont Hotel. Mr. Fuller, who has served as first vice-president of the Chamber for the past year, will take office January 1.

He will succeed Alan J. Lowrey, vice-president, Union Oil Company.

Other Officers Named

J. W. Mailliard, III, Mailliard & Schmiel, was elected First Vice-President.

Ray W. Turnbull, commercial vice-president, General Electric Company, was elected Second Vice-President.

Maitland S. Pennington, vice-president, Pacific Transport Lines, Inc., was chosen Third Vice-President.

G. L. Fox, Chamber general manager, was re-elected Fourth Vice-President.

Belford G. Brown, vice-president, The San Francisco Bank, was elected as Treasurer. Elmer D. Samson of Samson Sales Company, 1951 President of the San Francisco Junior Chamber of Commerce, was chosen as Assistant Treasurer.

Marie A. Hogan was re-elected secretary.

Opportunity For Leadership

In accepting the new Chamber presidency, Fuller said:

"These are troublesome and complicated times requiring more than ever the exercising of sound judgment and good sense by all of us. I believe that the Board of Directors of the San Francisco Chamber of Commerce, incorporating as it does the combined business judgment of a great many able persons of divergent interests, has an unusual opportunity during the next

(Continued on Page 4, Column 1)

— Second Century of Progress —

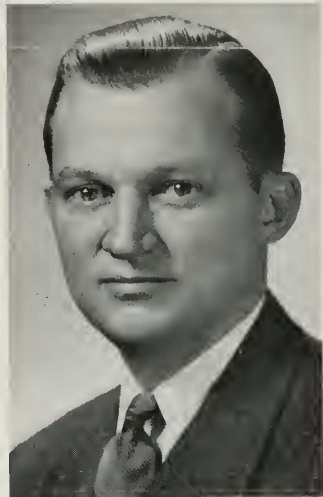
Fuller Active In Firm's Administration & Relations

Presidency of the San Francisco Chamber of Commerce comes to W. P. Fuller, III after a term as First Vice-President and service since March, 1949, as a member of the Board of Directors.

Treasurer of W. P. Fuller Co., the well-known San Francisco paint company founded by his great-grandfather, Mr. Fuller is a native San Franciscan and a Stanford University graduate. He has been associated with his firm since 1937 when he graduated from Harvard Law School. He started at the Fuller South San Francisco factory, spent a year in various departments of the firm in San Francisco and was finally assigned to the glass department.

From December 7, 1941 to November, 1945, Mr. Fuller served with the United States Navy, rising from ensign to lieutenant commander. In April, 1946, he was appointed manager of Fuller's glass division and placed in charge of company labor relations.

He was elected to the firm's board of directors in January, 1949 and became treasurer in January, 1950.



Judges Named For Xmas Decorations Contest

Chamber President Alan J. Lowrey announced this week that Robert Gros, manager of the advertising and publicity departments of the Pacific Gas & Electric Co., would act as chairman of the judging committee for the Chamber's annual District Christmas Decorations Contest.

Other judges named were:

Rear Admiral A. G. Cook, NSN, (Ret.); Mrs. Frank Kilsby, president, Women's Chamber of Commerce; the Honorable Theresa Meikle, Judge, Superior Court; Robert Bianchi, Podesta & Baldocchi; Charles Rosenthal, retired; Fred D. Parr, Parr-Richmond Terminal Co., and Judge Alden Ames, (Ret.).

December 18 is the date scheduled for judging of the various districts' efforts in the annual contest.

Mercier And Russell To Be Honored At 'Leadership' Luncheon Next Week

San Franciscans were looking forward this week to the Chamber's "Salute to Leadership" luncheon scheduled for Thursday, December 13.

On that date, A. T. Mercier and D. J. Russell, outgoing and incoming presidents, respectively, of the Southern Pacific Company, will be honored at a special luncheon in the Colonial Room of the Hotel St. Francis sponsored by the Chamber.

Mercier's retirement as president of the Southern Pacific Company and the election of Russell to the post will become effective December 31. Mercier will continue to serve as a director of the company. Russell is currently serving as executive vice president.

Because of the interest already evidenced in the "Salute to Leadership" event, individuals and firms have been urged by Chamber General Manager G. L. Fox to make their reservations at their earliest convenience by calling the organization at EXbrook 2-4511.

Oral Argument Today For Protection Of Air Rates

H. H. Fuller, Chairman of the Chamber's Shippers Traffic Committee, announced this week that a spokesman for his group will participate in oral argument today before the Civil Aeronautics Board in defense of the existing airline fare structure between all the major Pacific points on the one hand, and Chicago and points east of Chicago on the other.

The Board's examiner has recommended that because of a difference of 105 miles, San Francisco fares should be five per cent higher than those between Los Angeles and the East; and that fares to and from the intermediate points between San Francisco and Los Angeles and Portland should be made by adding the local fares to the gateway fares.

Exceptions to these recommendations have since been filed by Walter A. Rohde, Manager of the Chamber's Transportation Department, who today will make the oral argument before the Board itself.

This, Fuller said, is the final step prior to a decision on the matter which is expected to be issued within 30 to 60 days.

Social Security For Self-Employed

(Last in a series)

By CHARLES H. SHREVE
Manager, San Francisco Field Service
Social Security Administration

Basically, the new Social Security law provides that if you work for yourself in a trade or business, you have Social Security insurance for yourself and your family, if you earn at least \$400 a year net. It is, in fact, compulsory except for individuals in certain professions who are specifically excluded. You will pay Social Security taxes of 2 1/4% on all net earnings up to \$3600 a year when you file your 1951 income tax report next March. No Social Security tax is paid on income from rentals, stocks and bonds and other investments.

Payments to you and your family range from \$23 to \$150 monthly, depending on your earnings.

For further information, or to secure Social Security cards, telephone or write to: Social Security Office, Room 159, Federal Office Building, San Francisco (Telephone, KLondike 2-2350).

Museum Gets New Exhibit



MRS. RAYMOND MOULIN is shown above, viewing a new permanent exhibit donated by the Weyerhaeuser Steamship Co. to San Francisco's Maritime Museum. The exhibit was recently added to the rare ship models and other objects valued at more than \$100,000 which depict the history of San Francisco's maritime activity.

Yearly, thousands of citizens and San Francisco visitors gravitate to the museum located at the foot of Van Ness Avenue, noted for its beautiful marine murals and huge glass windows affording a view of the Pacific and San Francisco Bay.

Edward S. Harms is chairman of the board of trustees for the local landmark which is open to the public without charge from 10:30 a. m. to 6 p. m. Tuesdays through Fridays, and 10 a. m. to 7 p. m. Saturdays and Sundays.

S. F. Tax Responsibility Soars In Past Ten Years

The City, State and Federal "Tax Responsibility" of the average resident of San Francisco for the fiscal year ending June 30, 1951, amounted to \$540 or 3.2 times the amount 10 years earlier, according to a recent study by the Chamber's Research department.

Federal taxes in California per capita accounted for \$336 of the total and were 5.9 times the amount ten years earlier, the study showed. California State taxes per capita accounted for \$108 of the total and were up 2.1 times.

Local taxes in San Francisco per capita amounted to \$96 and had risen 1.7 times the amount ten years earlier, the survey concluded.

Following is the Research Department breakdown:

City, State and Federal Tax Responsibility of the Average Resident of San Francisco

Local Taxes — San Francisco			
Fiscal Year	Amount (a)	Per Capita (2)	
1940-41	\$36,615,604	\$57.70	
1950-51	\$74,765,497	\$96.43	
% Increase, 10-year period.....67.1%			

State Taxes — California			
Fiscal Year	Amount (b)	Per Capita (1)	
1940-41	\$361,144,588	\$52.28	
1950-51	\$1,139,987,893	\$107.69	
% Increase, 10-year period.....106%			

Federal Taxes in California			
Fiscal Year	Amount (b)	Per Capita (1)	
1940-41	\$405,677,402	\$58.73	
1950-51	\$3,558,227,340	\$336.12	
% Increase, 10-year period.....472.3%			

Combined Taxes in San Francisco Per Capita			
1940-41		\$168.71	
1950-51		\$540.24	
% Increase, 10-year period.....220.2%			

Sources: (a) Controller's Report, Controller's Office, City and County of San Francisco; (b) California Magazine of the Pacific, October 1951—Published by California State Chamber of Commerce; (1) U. S. Census of California Population — 1940—6,907,387, 1950—10,280,222; (2) U. S. Census of San Francisco Population—1940—634,536, 1950—775,357.

— Second Century of Progress —

Paul Fagan Acknowledges Chamber's Best Wishes

"Thank you ever so much for your nice wire offering the cooperation of the San Francisco Chamber of Commerce in backing baseball," wrote Paul I. Fagan, president of the San Francisco Baseball Club, to Chamber President Alan J. Lowrey last week.

Answering a telegram in which Mr. Lowrey congratulated the baseball club owner on his decision to "field the Seals in 1952," Fagan continued:

"When and if I find some way that the Chamber can be helpful, I will get in touch with you.

"I will be running the Baseball Club personally and hope to be successful in my efforts to continue improving the game here," he added.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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Chamber Continues Fight For APL Passenger Subsidy

The San Francisco Chamber has filed with the Federal Maritime Board a reply to the brief of Board Counsel opposing the awarding of any subsidy to American President Lines for its passenger lines service between San Francisco and the Orient.

Maitland S. Pennington, chairman of the Chamber's Merchant Marine and Harbor Committee, said today that counsel's position is "that of an adversary rather than of an impartial investigator interested in developing all the facts and advising the Board as to the law of the case."

Walter A. Rohde, the Chamber's Transportation Department Manager, has replied specifically to a number of conclusions advanced by the Board's counsel which, he said, do not appear to be in accord with the evidence presented at the hearing. The reply brief has drawn very favorable comment from the officials and attorneys of A.P.L., according to Pennington.

— Second Century of Progress —

Manufacturers Complacent About Foreign Trade, Council Survey Shows

Contrary to many previous expressions, the responsibility for increasing Pacific Coast foreign trade may rest largely with the manufacturing industry, according to Louis S. Kraemer, executive secretary of the Western Transportation Council.

Kraemer's statement was issued as a result of a survey just processed by the Council which indicates that manufacturers apparently find adequate outlets for their production in the domestic field and therefore "may lack interest in development of foreign trade."

Kraemer pointed out that 74 per cent of the manufacturers responding to the survey indicated they do not design any items for export; that 78 per cent of the same manufacturers do not grant export discounts; that 66 per cent export less than 10 per cent of their production, and 12 per cent do no exporting whatsoever.

— Second Century of Progress —

'Thanks' Letter Typifies Appreciation Of Service

Typical of public reaction to countless services provided casual inquirers by the San Francisco Chamber is the following letter from Mr. and Mrs. John O. Rudd of Montreal, Canada, in response to the providing of information on San Francisco:

"We like to give praise where praise is due, and we are glad to say that the efficiency of your office deserves that praise. The information received has helped us immensely in feeling the pulse of your City. We have written to several other American cities and none can compare with the City of San Francisco's Chamber of Commerce. Our congratulations on a job well done."

India Products Boosted



CONSUL GENERAL M. R. AHUJA of India (left) is shown presenting a letter of commendation from his government to Reginald H. Biggs, vice president and general manager of The Emporium and past Chamber vice president, at the conclusion of an exhibit and sale last week of the first mass import of hand-crafted materials from India. Selling out an entire shipment of products in a record three weeks, The Emporium opened the first chapter in India's planned program to assist its craftsman. Ahuja cited Biggs for "offering the full strength of your organization to bring together the producer in India and the consumer in the United States."

Chamber Aids Hosting Of European Industrialists

"Don't despair of Europe; through aid from the United States, we have progressed remarkably in the past few years, and will progress still further toward higher standards of living and the same economic ideology and attainments Americans have reached."

This was the message left with San Francisco businessmen by eight top European industrialists who stopped here November 23 and 24 on the first leg of a nation-wide tour to hold policy-level discussions with heads of American business, labor and government.

The group, representing important European industrial federations, was hosted in San Francisco by the Chamber, the National Management Council and the local office of the National Association of Manufacturers.

The Chamber sponsored a press conference for the visitors, a special luncheon, personal meetings with San Francisco industrial and business leaders, and a tour of the area.

Headed by George Villiers, president and general director of the "Societe de Constructions Metalliques et Entreprises" of France, the visitors who were called "the most influential men in European industry" by the NAM, represented industry in Germany, Italy, the Netherlands, Ireland and Norway.

According to J. D. Zellerbach, Chamber director and president, Crown-Zellerbach Company, who addressed the group at luncheon, "both San Francisco businessmen and the delegates profited greatly from the brief visit."

American Principles Championed By Deas

More than 300 junior executives and their bosses attending the annual Bosses Day Luncheon of the San Francisco Junior Chamber of Commerce at the Commercial Club were told last Thursday that "American living standards—already the highest in the history of the world—will continue to rise if young businessmen ground themselves solidly in traditional American economic principles."

J. Roger Deas of the American Can Company, principal speaker for the Junior Chamber of Commerce event, issued the formula for a continued prosperity and said, "Our loyalty is both to our company and superiors, and to those who work under us."

Other "traditionally American" principles which Mr. Deas urged businessmen to follow were expansion of production "to bring more of our abundance to all the people," and service to others. The Junior Chamber of Commerce offers a "wonderful opportunity for service in the community through its countless projects," Deas said.

— Second Century of Progress —

Airline Plans Expansion Of Facilities Here

Establishment at the San Francisco Municipal Airport of a foreign freight service headquarters and the construction of 12,000 square feet of new freight station facilities have been announced by the Flying Tiger Line.

George T. Cussen, sales vice president for the air carrier, in making the announcement said, "We are undertaking this program because of the very encouraging growth which our company has experienced in this area in the past year. Out of 24 major distribution, marketing and manufacturing areas which we serve in the United States, San Francisco now ranks third in volume."

— Second Century of Progress —

National Magazine Features San Francisco

Chamber General Manager G. L. Fox last week was presented with a special advance-proof copy of the current issue of LOOK magazine which contains a 7-page picture display and story of San Francisco. The copy was given to Fox by Jack C. Sayers of the publication's Hollywood office.

Titled, "Two Young Natives Show LOOK Why They Like San Francisco," the display was produced by Merle Armitage, LOOK's art director, and photographed by Maurice Terrell of the publication's photo department.

Fox said that he had been advised by the magazine that more than 18½ million readers would see the pictorial display of San Francisco. He said 346 pictures were taken of the city to provide the final 25 that appear in the issue, and that if purchased as advertising space by the city, the display would have cost \$70,000.

The "San Francisco issue" went on sale at local news stands last Tuesday and will be available through December 18.

Fuller Elected New President; Directors Are Named

(Continued from Page 1)

twelve months to provide a dynamic and thoughtful leadership of which San Francisco can be proud.

"In accepting the honor of representing the Directors of the San Francisco Chamber of Commerce as President in 1952, I am fully aware of the responsibilities and potentialities that accompany the job and I am looking forward with enthusiasm to the coming year. My enthusiasm is based on the knowledge that not only do we have an independent and able Board but also we have many interested and active members who devote a great deal of time and effort to a multitude of Chamber activities. On top of this, the Chamber staff is composed of many hard working, efficient and loyal employees who are making a real contribution to San Francisco.

National Defense Is Vital

"In providing leadership in a business community today, we have to recognize, of course, that the primary interest of business men cannot be confined to concern over immediate successes or failures in their own individual and collective pursuits. Rather, it is evident that in establishing policy and making decisions in the day to day operations of any business organization, the first question to be answered is whether or not the proposal is in the interest of national defense. So far as the San Francisco Chamber of Commerce is concerned we propose to ask ourselves this question on each and every occasion and we will not deviate from a strict adherence to the principle of full compliance with industrial mobilization and the defense program. This is not to imply that the program of the Chamber is International or National in scope. Generally speaking, such matters are better left to organizations established for the purpose.

"At the same time we recognize that the Chamber's interests are not confined to the city limits of San Francisco. It is axiomatic that the prosperity of business and agricultural interests in San Francisco depends on

a large extent on prosperity in the Bay Area as well as in a great many neighboring communities. Our program and policy must be devised with their interests in mind.

Should Be Judged By Deeds

"On the philosophy that we should be judged by our deeds and not by our promises, I propose to dispense with a detailed analysis of projects confronting the Chamber in 1952, but the following are among the more important objectives:

"Continued work toward a solution of the mass transportation problem including the ever present problem of a second Bay crossing; development of the World Trade Center and the Port Promotion program; continued interest in promoting better understanding between San Francisco Schools and San Francisco business; continued efforts to promote harmony and mutual understanding between San Francisco and her neighboring counties. Last, but not least, we want to cooperate with other civic organizations so as to eliminate duplication of effort, thus making the combined efforts of all of us more effective. To do this, we are willing not only to share the work but to share the credit.

"1952 is another year of opportunity. The tremendous potential of the West Coast in general and San Francisco in particular provides us with horizons practically unlimited. Growth and progress must be inseparable and to continue to go forward is our ambition."

New Board of Directors

Newly elected to the Chamber's board of directors for 1952 are:

C. W. Griffin, Jr., vice-president, California Packing Corporation; Walter A. Haas, Jr., assistant secretary, Levi Strauss & Co.; Henry C. Judd, treasurer, Standard Oil Company of California; James E. O'Brien, Pillsbury, Madison & Sutro; Jesse W. Tapp, executive vice-president, Bank of America, N. T. & S. A.; and Lloyd E. Yoder, general manager, The National Broadcasting Co.

Re-elected to the Board of Directors, in addition to the officers, are the following men who served throughout 1951:

Paul R. Bradley, Jr., president, Pacific Mining Company; Warren Burke, district sales manager, United Air Lines; Thomas Coakley, Littler, Coakley, Lauritzen & Ferdon; Edward W. Engs, Jr., president, Diamond T. Motor Truck Company; H. H. Fuller, president, Bethlehem Pacific Coast

Hitting The HIGH SPOTS

with Walt Brown

Southwest Airways celebrated its 5th anniversary of scheduled local air carrier service to 33 cities, Dec. 2, 551,932 passengers have traveled 103,686,927 miles on Southwest planes since 1946 . . . R. C. Harding is the new traffic mgr. for Weyerhaeuser Steamship Co. . . Edwin B. McLean, M. D., is the newest addition to the staff of Cutter Lab. in Berkeley . . . Elizabeth Tracy has been named director of public information for Golden Gate College . . . Charles W. Huse, public relations director, Western Dist., U. S. Steel Corp. Subsidiaries, announces removal of his offices from the Russ Bldg. to 25 Beale St. . . Legislative threats to advertising continue to increase, according to John Lang, Advertising Ass'n. of the West legislative chairman. The latest, which proposes a Consumer's Advisory Bureau in the Dept. of Commerce—H.R. 5189—is worth your study, he says . . . 1000 people attended the first week's showing of the 4th annual Exhibition of Advertising Art. Free of charge, the exhibit will run through this Sat., at 252 Clay St. . . S. F. Bay from the perspective of Chinatown is one of 13 original watercolor paintings featured in United Air Lines' 1952 calendar . . . "A beautiful S. F. blond"—the release said—"picked out of the sky sight unseen by a group of lonesome Coast Guardsmen has been named 'Miss Air Waves of the Pacific,'" according to Transocean Air Lines. She is Diane Wheeler, 21, TWA stewardess of 1950 Clay St., and she was picked for the honor by the crew of the U. S. Coast Guard Cutter Gresham.

Steel Corporation; Everett Griffin, president, Griffin Chemical Company; Horace A. Guittard, Jr., president, Guittard Chocolate Company; King Harris, Russell, Harris & Wood; Glen Ireland, vice-president, Pacific Telephone and Telegraph Company; John Lawler, manager, Poultry Producers of Central California; Thomas G. McGuire, executive vice-president, Industrial Indemnity Co.; William G. Merchant architect; John B. Quigley, managing owner, Drake Wiltshire Hotel; R. H. Rebele, vice-president, Wells Fargo Bank & Union Trust Co.; Frederic B. Whitman, president, Western Pacific Railroad Company; Donald MacLean, president, California & Hawaiian Sugar Refining Corp. Ltd.; Harold D. Pischel, vice-president and director, Dohrmann Commercial Co.; Leo E. Sievert, executive representative of the President, The Atchison, Topeka & Santa Fe Railway Company; and J. D. Zellerbach, president and director, Crown Zellerbach Corporation.

Oct. Industrial Expansion

(Continued from Page 1)

Significant among developments reported by Mr. Turnbull in the month's tabulations were the following:

Jills Bros. Coffee, Inc. announced that site preparation has begun for an addition to its existing coffee processing and warehousing facilities on company-owned property adjoining the present plant in San Francisco.

Continental Can Co. has begun construction of a fiber drum plant at Pittsburg in Contra Costa County on a 45-acre site purchased in June, 1951. Plans call for a reinforced concrete plant 300 by 640 feet.

Procter and Gamble has started the first unit of its multi-million dollar plant in Sacramento. The plant, when completed in late 1952, will manufacture detergents. Additional units planned in the future will ultimately bring the total investment to 25 million dollars.

Lenkurt Electric Co. of San Carlos has doubled its floor space with construction completed and underway during 1951. The company manufactures telephone and telegraph carrier equipment.

Bay Region Business
PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE



Bay Region Business

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A. T. MERCIER

Mercier-Russell Luncheon Today

In a "Salute to Leadership," the San Francisco Chamber of Commerce today will honor A. T. Mercier and D. J. Russell, President and President-elect of the Southern Pacific Company, at a special luncheon in the Colonial Room of the Hotel St. Francis.

Tribute will be paid to leadership—"keystone of the solid progress of the American enterprise system"—exerted by both men in their many years with the railroad.

Chamber President Alan J. Lowrey, presiding officer, will turn the meeting over to California State Chamber of Commerce President Adrien J. Falk, who will act as chairman of the day.

Mercier will retire as president of Southern Pacific effective December 31, and will be succeeded by Russell, who is now executive vice president. Mercier will continue to serve as a director of the company.



D. J. RUSSELL

Stores Plan Promotion Of 'Blonde-Blue' Colors

"Blonde and Blue in '52," is the latest color-theme promotion chosen by the Manufacturer-Retailer Liaison Committee, according to Committee Chairman Minna Jackson.

For one week beginning January 21, San Francisco Bay Area stores will feature special window displays and other related promotional media to draw the public's attention to the two families of color in styles designed locally for San Francisco Bay Area living.

G. L. Fox, Chamber General Manager and the organization's representative on the Liaison Committee, revealed that San Francisco manufacturers and buyers have already started working together on styles utilizing the blonde and blue theme.

David Gaines, president of the Fashion Industries, said of the promotion, "The major retail stores in the Bay Area through their representatives on the Manufacturer-Retailer Liaison Committee have, by creating this color promotion, presented us with another splendid opportunity to feature San Francisco as a fashion leader."

—Second Century of Progress—

Free Importer-Exporter Listing

Opportunity for free listings of San Francisco importers and exporters is offered by the A-B Commercial Directory of the Philippines, whose 1952 edition is now being compiled. Forms for such registration may be obtained from the Chamber's World Trade Department or from R. E. Arcellano, Manager, Philippine Commercial Products, 240 Sacramento Street.

World Trade Fair Dates Set

San Francisco's fifth annual World Trade Fair will be held May 21 to 25, 1952, according to its sponsors, the Chamber and the World Trade Association. Site of the annual display will be the Palace Hotel.

Primary emphasis will be on displays of goods and tourist attractions by foreign nations, with additional exhibits by local importers, steamship lines, airline firms and other industries concerned with international commerce.

NEW!

"Current News Highlights About San Francisco and the Bay Area"

Pages 2 and 3 of today's BAY REGION BUSINESS are devoted to a comprehensive round-up of business, commercial and industrial events of significance in San Francisco and the Bay Area occurring in the past month. Compiled by your Chamber's Research Department for various special purposes, the summary may prove valuable to you, once each month.

LET US KNOW!

Please indicate your reaction to "Highlights" by marking and returning the coupon on Page 3, or by telephoning EXbrook 2-4511, Ext. 60.

Your Response Will Be Appreciated

Editor

BAY REGION BUSINESS

333 Pine Street, San Francisco 4

Chamber Represented At Legislative Hearing

Four Chamber members will represent this organization at a hearing in Sacramento, December 14, of the Senate-Assembly Joint Public Lands Committee.

Stating the Chamber's opposition to further encroachment by the Federal Government on State or privately-owned lands will be Phil R. Bradley, Jr., Chairman of the Chamber's Mining Committee, Albert F. Knorr, local representative of the American Mining Congress, and Robert M. Seails, AMC attorney.

Thor Christiansen, Chairman of the Chamber's Subcommittee on Range Reclamation, will address the hearing on the Chamber's plans for a broad program of reclaiming the State's range lands.

—Second Century of Progress—

Eichholz Regional Officer In New World Trade Group

Victor B. Smith, World Trade Association president, announced this week that the San Francisco Chamber has been honored through the appointment of Alvin C. Eichholz, World Trade Department Manager, to the post of regional vice president for the Western Area in the newly created National Association of World Trade Secretaries.

The organization is composed of Chamber of Commerce and World Trade Club staff members throughout the country and has as its purpose the fostering of "a better understanding of international trade and its importance to the domestic economy."

CURRENT NEWS HIGHLIGHTS ABOUT

(Editor's Note: Presented here for the first time is the Chamber's round-up of the past month's news events considered important to San Francisco's business and general economic development.)

CONSTRUCTION

The \$1,300,000 ship cargo terminal improvement of Pier 30-32 in San Francisco, the newest project in the State Harbor Commissioners' multi-million dollar port master plan was scheduled for formal opening on December first.

The Navy announced a \$5 million construction program for Treasure Island including permanent barracks and mess hall facilities.

University of California's new Medical Center in San Francisco including a 14-story Teaching Center costing \$9,500,000 and a 14-story Medical Sciences building costing \$10,315,000 are scheduled for completion near close of 1952 or early in 1953.

Raphael Village, first Wherry Act housing project on the Pacific Coast, located on a 115-acre tract near Hamilton Air Force Base, Marin County, opened the first 100 units recently of the 500 unit total.

Lucky Stores' new \$500,000 Lakeshore Plaza Supermarket is the first to be opened in San Francisco.

Building permits issued in San Francisco in October amounted to \$2,466,772 compared to \$6,684,619 in October last year.

Civil Service Employees Insurance Union purchased the 3-story San Francisco store and office building at 565 Market Street for approximately \$500,000.

General Insurance Co. of America purchased the office building at 60 California Street for a reported price of \$210,000.

The Building Industry Conference Board meeting in San Francisco heard the President of F. W. Dodge Corp. predict outlook for the building industry for second half 1952 is good-pointing to expected relaxing of controls and improved conditions in material and money markets.

Construction awards on engineering projects in the far Western States to mid-November amounted to \$2,587,691,701 compared to \$2,152,124,277 in like period 1950.

GENERAL BUSINESS

President of the Chamber of Commerce at the United States, speaking in San Francisco recently, suggested the greatest opportunity of the century to reverse the trend toward "planned economy" rests with business.

Men of science were paid high tribute by the Chairman of the Board of RCA on the occasion of the Stanford Research Institute 15th anniversary.

Bay Area manufacturing establishments were employing 187,100 in October or 10,100 more than a year ago. Average weekly earnings amounted to \$76.94 compared to \$68.52 last October.

Christmas savings accounts in seven San Francisco banks this year amounted to about \$35,500,000 or 9.5 per cent increase over last year.

New York Life Insurance Co. announced its entry into Group insurance business. The San Francisco office is to be headquarters for the Pacific Division.

San Francisco Stock Exchange announced it is helping in the national census of share ownership and is canvassing 61 local firms.

The contemplated Congressional investigation of the Notion's banking system will be watched closely by the Chamber of Commerce of the United States, which plans to make a strong presentation in favor of keeping the Federal Reserve System on a non-political basis.

Roger L. Putnam, Economic Stabilization Administrator and former mayor of Springfield, Massachusetts, succeeded Eric Johnston.

Direct East-to-West long distance phone dialing was instituted November 9.

P. G. & E. expects 48,063 new Northern and Central California customers in 1952 including families, factories and business firms.

The Second Annual Business-Education Day, sponsored by San Francisco Chamber of Commerce in cooperation with the San Francisco Board of Education, brought some 3000 teachers in groups from 3 to 100 to visit more than 250 offices, shops and plants throughout the city, which served as host for a day in a close-up view of practical business of the world. Many favorable comments were offered by both groups.

San Francisco-Oakland Metropolitan Area children under 5 years of age increased 201 per cent between 1940 and 1950.

Opportunities for young men and women to learn skilled trades are being offered through the California State Department of Employment and Bay Area industries apprenticeship training programs.

Forty-four new firms started in business in San Francisco recently. They are miniature companies organized under the Junior Achievement Program, staffed by some 550 boys and girls, sponsored by 29 of the city's business establishments.

Special executive training programs to produce more and better bosses are being adopted by more American businesses. Business consultants on such programs say they're getting a flood of customers.

Community Chest of San Francisco obtained \$3,407,550 in pledges and collections during the 17-day campaign, or more money than in any other year.

INDUSTRIAL

San Francisco's Naval Shipyard is to have a \$6 million Radiological Laboratory. Construction is scheduled to start in 1952 and completed in 1953.

Standard Oil Co. of California announced the first synthetic phenol plant in the West will be built at its Richmond refinery, costing about \$4 million.

Bethlehem Pacific's South San Francisco plant set a new steel production for the fourth time this year with a record 25,218 tons in November against a rated capacity of 20,000 tons.

Hills Bros. Coffee Co. of San Francisco, largest independently-owned coffee roasting firm in the United States, has received authority to make a \$500,000 plant expansion. San Francisco ranks second largest coffee roasting center in the nation.

Security Lithograph Co. of San Francisco is plan-

ning an expansion involving expenditure of \$750,000.

Standard Oil Company's \$1,500,000 contract for expansion of the alkane plant at its Richmond refinery was awarded to Bechtel Corporation.

Stauffer Chemical Co. is adding a new sulphuric acid roaster at its Richmond plant which utilizes pyrites instead of sulphur in manufacture of sulphuric acid.

U. S. Pipe & Foundry Company's new \$2,500,000 plant in Decoto, Alameda County, started production of cast iron pipe recently.

General Electric announced plans for a new structure in San Francisco to house its Lamp Division sales, service and warehouse operations for Northern California and Nevada.

Private Bay Area shipyards received Navy contracts in October amounting to \$500,000.

Rheem Manufacturing Company's San Pablo ordinance plant costing \$1,750,000 exclusive of operating equipment, is now producing shell components. Employment is expected to rise to 600 with annual payroll of \$3,500,000 by May, 1952.

Food Machinery and Chemical Corp. has acquired Simplex Packaging Machinery, Inc., Oakland, manufacturers of bag-making and packaging machinery. Chrysler Corp. announced it has been awarded a multi-million dollar Navy contract to prepare for production of "Hamilton Standard" aircraft propellers under license agreement at its Dodge plant in San Leandro. Eventual employment of 4000 people is expected in addition to 1500 employed in automobile assembly plant.

Moore Drydock Co. will build first of a new and larger type landing ship dock for the Navy. The LSD's will be 510 feet long, 84 ft. wide and displace 6,500 tons.

Pacific Industrial Manufacturing Co., Oakland, received award for 22 giant presses each costing \$83,000 and capable of exerting pressure of 750 tons, for the Douglas Aircraft Company's Tulsa, Oklahoma plant.

The Oakland Board of Port Commissioners has negotiated purchase of 145 acres of San Leandro bay shore land to be developed into a waterfront industrial area.

The East Bay Municipal Utility District announced the \$23,000,000 sewage disposal plant is ready for operation.

Industrial College of the Armed Forces are scheduled to conduct a 10-day economic mobilization course for selected West Coast civilian leaders and reserve officers in the Municipal Auditorium, Oakland, starting February 4.

Western Union Telegraph Co. applied for a Department of Army permit to install two submarine cables between San Francisco and Oakland.

Anaconda Copper Co. announced its \$24,500,000 copper mining project at Yerington, Nevada, has been approved by the NPA.

Anaconda Copper Mining Co., one of the biggest copper producers in the world, will enter the aluminum field and plan to build a \$48 million plant at Kalispell, Montana.

AN FRANCISCO AND THE BAY AREA

TRADE

Retail department store sales for the week ending November 24 were a 10 per cent increase in San Francisco compared to 6 per cent in the Twelve States and 7 per cent in the nation. Calendar year sales were up 4, 3 and 4 per cent respectively.

Foreign trade through San Francisco Customs District during first 8 months 1951 was \$452,000,000 compared to \$394,000,000 in the Los Angeles District.

Representatives of California's multi-million dollar olive oil industry are seeking a subsidy from the U. S. Department of Agriculture to gain relief from competition from low priced foreign olive oils admitted under a low tariff.

The Japanese Government Overseas Agency, which has had office space in a hotel for a year and a half, recently moved to an office at 346 California Street, San Francisco.

A group of the most influential men in European industry from six Marshall Plan beneficiary nations, visiting in San Francisco recently, urged increase in supplies of copper and other metals, coal and petroleum and other raw material bottlenecks to production recovery.

San Francisco's proposed \$75 million World Trade Center is reported out of the planning stage and into action phase. The Chairman of the Center announced prospective tenants may now sign up for space in the \$6 million first unit to be located between Pier 1 and Ferry Building. A colorful prospectus on the Center has been published. He plans to leave in January 1952, to visit 25 countries to seek "declarations of intention" for space.

TRANSPORTATION

Southern Pacific Co. recently purchased 78 acres in San Leandro adjacent to properties of Chrysler Pioneer Filintote and Crown Zellerbach, along its right-of-way. The reported price about \$400,000.

Western Pacific Railroad announced an aggressive development program in the Bay Area. First sizeable purchase was 194 acres just west of Decoto. Alameda Co. of which U. S. Pipe & Foundry purchased about 70 acres. Second purchase included 74 acres north of San Jose bordering on Bay Shore Freeway; third purchase of 309 acres is located just south of Milpitas.

Pacific Fleet Express Co. opened bids for contract on major part of the \$1,500,000 rehabilitation of the light repair yard section at Roseville, Calif.

San Francisco Railway announced it will build 30 mechanical refrigeration cars to be equipped with electrical power refrigeration systems—eliminating a test program begun in 1947, and may prove the most important development since the diesel locomotive.

California Public Utilities Commission's study of fees collected by carriers between 1938 and 1950 reveals railroads carried 27.8 per cent of all carrier freight revenue in 1938 and trucks, 65.9 per cent; in 1950, railroads carried 20.9 per cent and trucks, 74 per cent.

United Air Lines filed a brief with the Federal Aviation Board recently protesting any plan that might alter the system of common carriers between east and west coast points to the Pacific Coast cities.

Nine airport construction projects are under way in the San Francisco Bay Area. The largest is the \$14,600,000 Alameda County Airport, which is being built on a 146-acre site in the Alameda County. The project is being financed by the Federal Aviation Administration and the Alameda County. The project is being built in three phases. The first phase is the construction of a 1,000-foot runway and a 1,000-foot taxiway. The second phase is the construction of a 1,000-foot runway and a 1,000-foot taxiway. The third phase is the construction of a 1,000-foot runway and a 1,000-foot taxiway.

Transocean Air Lines has agreed to lease a Hayward Municipal Airport for a definite period and expects to employ tens of hundreds of persons and agree to spend a minimum of \$500,000 within 3 years on construction of buildings.

Northwest Airlines are scheduled to begin their winter service to Japan early in 1952 via the Great Circle route from Seattle, Anchorage and Tokyo.

The Bay Area handled a total of 3,142,443 cargo tons for waterborne commerce during 1950, ranking 4th in the nation with New York first, Boston second, Philadelphia third, according to U. S. Army Engineers.

Revenue tonnage through the Port of San Francisco for the first 10 months of 1951 was 3,074,341 tons, above same period last year.

Formation of Waterman Corp. of California to take over Waterman Steamship Corp. operations from Sudden & Christensen, Inc. was announced by the firm's president.

Nineteen vessels, ten CI-M-AV's and nine Liberty ships have been withdrawn from Reserve Fleet Areas and assigned to General Agents for operation by the Maritime Commission.

The \$300,000,000 St. Lawrence Seaway may be financed without financial help of the U. S. The Canadian Transport Minister told the House of Commons he will move for creation of a St. Lawrence Seaway Authority.

MUNICIPAL

All departments of the City of San Francisco were advised by Mayor Robinson they must exercise strict policy of economy in preparing their budgets for the fiscal year.

The November sixth Municipal election resulted in a total of 263,055 votes cast, according to official count. The Mayor received 100,254 votes—26.8 more than his opponent. The District Attorney, with 170,169 votes received the highest vote of any elected officer.

The San Francisco Civil Service Commission will hold a public hearing on the new city salary survey on December 14, which will be the basis for setting wages at 8500 city employees for the year beginning July 1, 1952.

San Francisco Police will begin issuing new white traffic tags in December. Ordered by Probationing Municipal Judge to make it easier for motorists to read the license numbers.

The former California St. R. R. system will be back in service after a long gap, according to the City Manager's approval of \$46,336 budget by the Board of Supervisors.

San Francisco's Board of Education will hold a public hearing on the new city salary survey on December 14, which will be the basis for setting wages at 8500 city employees for the year beginning July 1, 1952.

The City Planning Commission and the Redevelopment Agency.

The S. F. Dept. of Public Works.

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Remarks

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BAY REGION BUSINESS Mailing Address

James Baker Elected 1952 President Of S. F. Export Managers Association

James S. Baker, president of James S. Baker Company, manufacturers' export representatives, has been elected 1952 president of the Export Managers Association of San Francisco. He will succeed Gordon Graham, export manager of the Avostel Company.

Selected with Baker to serve throughout next year are H. Alvarez, export manager of Golden State Co., Ltd.—vice-president; Milton H. Melander, export manager of Stauffer Chemical Company—secretary; and Roy Norton, export manager, Shell Oil Company—treasurer (re-elected).

The Export Managers Association is composed of export managers of Bay Area manufacturing concerns and is one of the most active local organizations promoting world trade at the Port of San Francisco.

Baker, prior to 1941, had his own consulting engineering service in the Far East, and during the war served as an executive with the Foreign Economic Administration and other government agencies. In 1945 he was deputy director of this country's trade mission to the Philippines. He returned to San Francisco after the war to re-enter private business.

Commenting on his plans, the president-elect said, "It is my firm belief that the Export Managers Association, representing local shippers, should be a strong factor in influencing the growth of San Francisco's world trade.

"It is my hope that an aggressive program will be approved by our membership to make this influence effective."



JAMES S. BAKER
New President, S. F. Export
Managers Association

Bethlehem Thanks Chamber, Others, For Steel Aid

The San Francisco Chamber and other local civic organizations were thanked last week for aid in obtaining allocation of needed steel to the Bethlehem Pacific Coast Steel Corporation's San Francisco shipyard for the building of five new Mariner-class C-4 passenger ships.

T. C. Ingersoll, general manager of the Bethlehem-Pacific yard, announced that the steel is now scheduled to be delivered late in May or early in June of 1952, according to a telegram he received from Vice Admiral Edward L. Cochrane, chairman of the Federal Maritime Board.

Ingersoll also revealed that at the height of construction about the middle of 1953—3,000 additional persons would be working at the San Francisco Yard. As far as possible, he said, all needed supplies and materials would be purchased locally.

—Second Century of Progress—

LOOK Again Features S.F.

San Francisco once again figures prominently in LOOK magazine in its December 18 issue now on local newsstands this time in a feature titled, "Pacific Coast—The Earth's Wonder." Two picture pages are devoted to San Francisco views, and the nationally-read publication describes The City with such phrases as "seat of the West's culture."

CITY SPOTLIGHTED FOR WORKING WOMEN

San Francisco has been chosen as the setting for the first in a new series of articles profiling American working women, in the January issue of CHARM magazine on sale starting tomorrow, according to an announcement this week by Chamber General Manager G. L. Fox. The story of Hope Parkinson, flight service supervisor and stewardess coordinator for Pan American Airways, is told in "She Works in San Francisco." The feature has been written especially for CHARM by Mark Hahlbeck, fashion editor of the San Francisco Call-Bulletin.

In addition, two pages of the magazine are devoted to "job opportunities for women in San Francisco."

Retailer Promotion

Retailers in San Francisco and Oakland will spotlight the CHARM magazine's throughout the week of January 7-12 with special displays and "She Works in San Francisco" advertising.

Supplementing the Hope Parkinson story and the job opportunities section, the magazine will also run several pages of editorial listings for retailers in the San Francisco Bay Region, and a "Working Women's



CHARM'S HEROINE, San Francisco's Hope Parkinson, gets to work this way . . .

Wardrobe Outline" based on needs for this area.

"CHARM's readers are extremely interested in the San Francisco Bay Area," said Marjorie Lenz, the magazine's western editor, last week. "Early this year, requests started coming in to us regarding women's job opportunities in the area. We felt that our special treatment of the subject in the current issue of CHARM was the best possible way of serving our many readers who have their hearts set on San Francisco and the Bay Area."

Miss Lenz said that the job opportunity feature deals with all types of fields but emphasizes those that have a need for scientifically-trained women such as medical laboratory technicians, X-ray technicians, medical record librarians, etc. Opportunities are also noted in the trained sales, buying, teaching, governmental, stenographic and office fields.

According to the magazine, 31.5 per cent of San Francisco and Oakland workers are women approximately 277,800. They earn \$490,317,000 yearly.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBROOK 2 4311, Ext. 56.

D-5769 FRANK BUESTRIN, West Bend, Wisconsin, wishes to act as a representative of San Francisco manufacturers interested in having their products sold in the State of Wisconsin and Upper Michigan.

D-5770 GUARANTEE SHEET METAL WORKS, 47 E. Third Street, Los Angeles 12, Calif., would like to appoint a representative in San Francisco to handle the sale of their built bearing auto lift jack.

D-5751 DIECO, INCORPORATED, 9470 E. San Gabriel Blvd., El Monte, California, seeking a manufacturer's representative in San Francisco to handle products manufactured by their aluminum permanent mold foundry.

D-5752 J. THURSTON DUNCAN, 4190 Monroe Avenue, San Diego 16, California, manufacturers' representative contacting department gift, confectionery and food stores in Southern California, Arizona, Nevada looking for additional lines.

D-5753 MISS OL'DA BAILEY, 807 Rosedale, Houston 6, Texas, would like to act as a sales representative for local manufacturers of women's apparel.

D-5754 VICTOR J. MILLER, 4122 S. E. 16th Avenue, Portland 2, Oregon, manufacturers' representative for hardware and electrical supplies seeking additional lines.

D-5755 TEXTILE DISTRIBUTING COMPANY, Tomassville, N. C., wish to appoint a salesman to cover the San Francisco territory.

Residential Building, Mortgage Market, Tied Closely Together

The intricate relationship among the different kinds of mortgage lenders in San Francisco Bay Area and the availability of mortgage credit have exercised an important and vital influence on the residential building program in this Area since the end of World War II.

The supply of mortgage loan funds in this market is particularly sensitive to change in bank policies, interest-rate patterns, and progressively increasing activity of insurance companies, according to a scholarly article by Dr. Paul F. Wend and Daniel B. Rathbun of the University of California. The 9-page article appears in "Housing Research," a new publication of the Housing and Home Finance Agency, dated Fall, 1951. These observations and a few excerpts from the article which follow have been arranged by our Research Department:

Bay Area Growth

"The San Francisco Bay area is one of the fastest-growing metropolises in the United States . . . The number of people living in the nine counties bordering on the San Francisco Bay in 1950 was greater than the total population of any one of the 27 States or the District of Columbia. The 1950 Bay area population of 2,652,000 persons was 52.9 percent greater than the population in 1940. Expanded defense activity at the Bay area's many important military establishments and rising employment in civilian military plants have combined with record levels of nonmilitary employment to attract thousands of new migrants to the area since the beginning of the Korean War . . .

"Approximately 24,000 dwelling units were constructed in the nine-county area annually from 1946 through 1949. During the same period over 90,000 mortgage loans were recorded annually. The record year 1950 witnessed the construction of over 40,000 dwelling units and the granting of over 125,000 mortgage loans. A study of building permits and loan commitments has indicated that Bay area home building in the first half of 1951 will be maintained at the high 1950 level . . .

Structure and Loan Policies

"Salient features of the San Francisco mortgage market:

1. The dominant position held by banks.
2. The increasingly important role played by insurance companies.
3. The relative unimportance of savings and loan associations.
4. The importance of FHA-insured and VA-guaranteed loans.

Banks

"Six major branch banks which operate a total of 266 offices within the Bay area, have consistently recorded over 90 percent of the total dollar volume of mortgage loans recorded by all banks in the Bay area, and account for the dominant position of banks in the metropolitan mortgage market. . . . Bay area banks invest between 35 and 60 per cent of savings deposits in

real estate loans, with the bulk of lending capacity committed to the latter figure. Loans are customarily made for 60 percent of appraised value but policy with respect to the loan-value ratio varies with the type of loans. Banks adjust appraisal policies from time to time to effect desired changes in loan policy . . . Bay area banks supply a larger percentage of construction credit than of permanent credit . . . Banks have also dominated government-insured and guaranteed lending in the Bay area. . . .

Insurance Companies

"Insurance company role grows . . . The following factors account for the rising importance of insurance companies in the Bay area mortgage market in recent years:

1. The partial withdrawal of the leading bank from the market after mid-1947 and the general decline in bank mortgage lending in 1949 and 1950.
2. The increasing command of insurance companies over the Nation's savings.
3. The effectiveness of the loan correspondent (and broker) method of acquiring loan portfolios.
4. The entry of insurance companies into the construction loan field.
5. The liberal loan-value ratios and relatively larger terms offered on permanent loans.

"Insurance companies have also provided an active secondary market for all types of mortgage loans . . . Insurance companies constitute the 'competitive fringe' in the market and have clearly served to improve the terms on, and increase the quantity of, mortgage credit available to borrowers in this market. . . .

Savings and Loan Groups

"Savings and loan groups play lesser part . . . Nationally, savings and loan associations are the most important institutional source of mortgage credit; locally, they provide only 10 percent of the total dollar volume of mortgage loans . . . The principal reason for the less important role of savings and loan associations in the local mortgage market can be found in the dominance and aggressiveness of the leading banks in the area in attracting savings deposits and securing mortgage loans. . . .

Individuals

"Individuals still important mortgagors. Nationally, 'individuals and other mortgagors' provide more than one-third of total mortgage credit on urban residential dwellings and exceed the contribution of any single class of institutional mortgagee . . . this group is of lesser importance in the Bay area and has furnished a smaller percentage of mortgage-loan credit than banks.

Government Agencies

"Government agencies and the mortgage market . . . The FHA and VA volume accounts for approximately one-third of the total real estate loans made in this area and for a substantially higher percentage of the loans on new construction. It is un-

doubtedly true that the terms on which these agencies insure or guarantee mortgage credit, influence the loan terms established by institutional lenders on conventional mortgage loans . . . The VA made loan commitments on houses approved for the FHA firm commitment and facilitated the large volume of section 505 financing during the period of rapidly rising building costs in 1950 by relatively liberal appraisal policies . . . The expiration of the section 505 loan in the fall of 1950 and the increase in the maximum amount of the veterans' guarantee to \$7,500 marked the end of the FHA-VA cooperation through the combination loan and raised a serious question as to the continued participation of FHA in tract-home financing.

Secondary Market

"An active private secondary market has existed for mortgage paper in the Bay area throughout the postwar period. Many insurance companies have added to their direct lending by the acquisition of large blocks of VA and FHA loans. Banks and savings and loan associations have developed close relationships with these and other lenders outside the area who were in the market for mortgage loans. This active participation in the private secondary market resulted in an almost complete neglect of the use of Federal National Mortgage Association's facilities in this area. . . .

Credit Curb Impact Delayed

"Government actions designed to reduce the level of residential building through the imposition of mortgage credit controls were announced in the summer and fall of 1950 . . . The momentum of . . . war-induced building and mortgage-loan activity was so great that Bay area mortgage lenders agreed in January 1951, that—'It will be another 4 to 6 months before the credit restrictions on residential construction introduced last October will begin to have their full restraining effect upon home building and lending activity.' Several factors have contributed to the continued high rate of home construction in the area.

Recent Interviews

"Interviews with builders, lenders and others indicate that FHA and VA appraisal policies have been more generous since the October 12 announcement and the abandonment of the July 1 cost freeze . . . Many builders are anticipating relaxation of credit controls in the area due to defense activities. Over 2,000 units of Wherry Act housing have been authorized in the area. Some portion of the current volume of FHA applications for loan commitments is based upon builders' confidence of likelihood of enactment of title IX this spring, since builders anticipate that more generous terms will apply to earlier applications. . . .

Jefferson Life Insurance Opens S. F. Office

The Jefferson Standard Life Insurance Company of Greensboro, North Carolina has opened a new regional branch office in San Francisco.

Located on the ground floor of the Rialto Building, 126 New Montgomery Street, the new office has been opened to keep pace with the growth of Northern California and the San Francisco Bay Area, according to Walter L. Rea, newly appointed San Francisco regional manager for the firm.

In making the announcement, Rea said "Jefferson Standard's faith in the future of Northern California is evidenced by large agency development and mortgage loan activity. Currently, California ranks seventh in Jefferson Standard life insurance in force, and first in mortgage loan investments, among all states in which our Company operates."

Rea has supervised the Company's agency affairs in Northern California since 1938.

— Second Century of Progress —

'Photorelief' Expanding Picture Placement

Photorelief, 657 Mission Street, announced this week that the firm will shortly install eight of its natural color three dimensional photographs in San Francisco's Moars Cafeteria as the focal point of expanded use of the "point-of-sale pieces" throughout the Foster Restaurant chain.

According to H. D. Whittlesey, Jr., Photorelief's chairman of the board, the company is the only major three dimensional photograph firm with headquarters on the West Coast.

The unique photography system is based on Maurice Bonnet patents from France and is the work of Paul Hesse of Hollywood and New York.

NPA Filing By Exporters

(Continued from Page 1)

that the manufacturer's record must represent his total sales in export, both on his own account and to other exporters."

Record should be made on Form IT-833, available at the Commerce Department regional office in the Flood Building, 870 Market St.

Hitting The HIGH SPOTS

with Walt Brown

Howard J. Topping, ass't to the personnel relations officer, Bank of America, will discuss "Effective Personnel Practices" before the S.F. Chapter of the Nat'l Office Management Ass'n this evening at the Bellevue Hotel . . . Robert Boehm-Myro & Associates, internationally known industrial design engineers of London and New York who have recently opened headquarters in S.F., have been opt'd. consultants to United Candy Co., Inc., an affiliated company to the Golden Gate Theater circuit, for Lovish MacTavish Candy Products . . . Collier's, Dec. 15 issue, (Page 8) nominates San Francisco as the city that serves the best food in the nation! . . . J. D. Zellerbach lost wk. was elected 1952 pres. of the No. Calif. World Affairs Council. He succeeds Brayton Wilbur . . . Walter Dreyer has been opt'd. vice pres. and chief engineer and K. C. Christensen has been opt'd. treasurer of Pacific Gas & Electric Co., according to President J. B. Black . . . H. W. Barrett & Co. has merged with C. Tennant, Sons & Co., of New York, and Herbert Barrett is now the firm's Pac. Coast mgr. with offices at 333 Montgomery St. . . . Garland Oil Co. of Calif. is located at the same address .

— Second Century of Progress —

Station KYA Celebrates 25th Anniversary

Radio Station KYA this week celebrated its 25th year of broadcasting activity.

Through Station Manager H. G. Fearnhead, the San Francisco broadcasting facility, with studios in the Fairmont Hotel, reiterated its pledge to provide the San Francisco Bay Area with "the finest in radio listening."

On December 18, 1926, KYA took to the air for the first time with its "carbon" microphones located in the Clift Hotel. Robert Newton Lynch, Chamber General Manager at that time, appeared on the station's first program.

As the station marked its 25th year of operation, Fearnhead said, "We have always been mindful of our obligation to provide the listening audience of the Bay Area with the finest entertainment. The staff and management of KYA each day proudly discharge their obligation with the best in sports, news and music."

Executives of the station include Sales Manager Ken Hildebrandt and Program Director Harrison Wooley.



APPROXIMATELY 2000 TONS of structural steel, fabricated and erected by Bethlehem Pacific Coast Steel Corporation, are shown above in the new Teaching Unit of the University of California Medical Center at Parnassus Street and Third Avenue in San Francisco. Fourteen floors high, the new building has a total floor area of 207,000 square feet. It will house teaching laboratories, a dental clinic extension and nurse training facilities. Architects are Blanchard and Maher; structural engineers, Huber & Knapp; mechanical and electrical engineers, Keller & Gannon, and general contractor, Clinton Construction Co.

Mercier-Russell Luncheon

(Continued from Page 1)

president," Russell said, "the many outstanding policies set in years past by Mr. Mercier will be continued.

"Southern Pacific will keep on giving the best possible passenger and freight service. We will continue doing our part in the community and area."

Mercier responding to a tribute given by Adrien J. Falk, luncheon chairman, spoke of the progress of his railroad and of the industry in general as being due to "the people within the organization." He saluted the "great spirit" of Southern Pacific personnel.

Falk cited Southern Pacific's service as extending through eight states in which 32 per cent of railroad mileage therein is operated by the company. As for the firm's importance to San Francisco, he said that this city is Southern Pacific's headquarters with approximately 2,500 employees in San Francisco. The company's Bay Area payroll he said, is approximately 80 million dollars a year, and it pays roughly \$800,000 in taxes to San Francisco.

President of officer at the "Salute to Leadership" luncheon was Chamber President Alan J. Lowrey. After introducing other Southern Pacific Company officials at the head table, Lowrey turned the meeting over to Falk.

BAY REGION BUSINESS

WALTER J. BROWN, Editor

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HAPPY NEW YEAR!

New WTA President



FRANK M. JACOBS, (above), foreign representative, Union Oil Company of California has been elected 1952 president of the World Trade Association of the San Francisco Chamber. With Union Oil since 1928, Jacobs has spent considerable time in the Philippine Islands working with the government on a post-war petroleum rehabilitation program, and in managing Union Oil's interests in southeast Asia. Other Association officers for 1952 are: M. W. Melander, Stauffer Chemical Co., 1st vice-president; James S. Baker, James S. Baker Co., 2nd vice-president; L. I. McKim, General Steamship Corp., Ltd., 3rd vice-president; Henry W. Drath, Bank of America, treasurer; and Alvin C. Eichholz, San Francisco Chamber, secretary.

Bishop New JC President; Other Officers Announced

Richard S. Bishop, partner in the law firm of Hadsell, Murman and Bishop, has been elected 1952 president of the San Francisco Junior Chamber of Commerce.

Other 1952 JC officers include: Grant M. Bakewell, executive vice-president; Philip L. McClure, vice-president and treasurer; and Peter S. Forrest, coordinating vice-president.

New board of directors members of the civic organization are: Carl A. Boller, Jr., William G. Dunn, Jack H. Dwyer, Gordon T. Hicks, William G. Hoffman, Jr., Paul G. Horecka, Bert B. Meek, Robert B. Meredith, Norton L. Norris, John F. Porter and Talmadge H. Rice.

A Message From Alan Lowrey

AS THE NEW YEAR approaches and my tenure as President of the San Francisco Chamber of Commerce draws to a close, I should like to express my appreciation for the splendid assistance that has been given me on every hand throughout the year 1951.

Only through the wholehearted cooperation of public officials, our Directors, Committeemen, Staff members and many friends has this organization been able to accomplish the many worthy things it has, this year. For this cooperativeness, for the excellent spirit that has pervaded our activities, and for the support all of you have given us throughout a year that has been critical in the welfare of our City and Nation, I am indeed grateful.

I look with satisfaction and confidence on the fact that next year's activities will be in the capable hands of W. P. Fuller, III, and the 1952 Board of Directors. To them I extend the same good wishes I give now to you for a successful and prosperous New Year!

Less Work Stoppage Here Than On East Coast

The West Coast maritime industry has had only one-sixth the number of man-day losses through strikes and work stoppages than has the East Coast in the past two years, according to a report completed last week by the Pacific Maritime Association.

In a comprehensive tabulation and analysis of strikes, work stoppages and direct losses resulting therefrom, the Association's survey shows San Francisco and the West Coast in a much more favorable position than is commonly envisioned, according to G. L. Fox, Chamber General Manager. In terms of man-day losses from work stoppages (defined as 12 men being involved for a single day), East Coast ports show a total of 496,700 man-day losses from 1949 through 1951 as compared to only 75,150 on West Coast ports.

On the East Coast the total number of strikes was 45 as compared to 24 on the West Coast; 37,270 men involved there as compared to 15,530 here.

Favorable results of the "new look" on the West Coast were shown in a comparison of man-days lost in the three years since 1948—which were 30,000—compared to the three-year period immediately preceding in which there were 4,200,000.

Chinatown, West Portal, Mission, Win Xmas Contest

Chinatown, West Portal and Mission District last week were adjudged first, second and third place winners, respectively, in the San Francisco Chamber's annual District Christmas Decorations Contest.

Of the 22 decorated districts competing, three others were awarded honorable mention—the Marina, Clement Street and Irving Street districts.

Commenting on the competition, Robert Gros of P. C. & E., chairman of the Chamber's judging committee which toured the city's districts, said:

"Chinatown was the unanimous choice of the judges because of the originality and general beauty of its decorations and because of its clever combining of the Christmas theme with a symbolically Oriental motif.

"Once again, Chinatown has shown its fine community spirit."

Gros said that all 22 districts did an "excellent job in adding to the city's festive spirit."

President of the Chinese Chamber of Commerce is P. C. Quock. John C. Minudri and Joseph S. Ravinsky, respectively, head the West Portal and Mission district associations.

(The Contest's judging committee is pictured on Page 4.)

— Second Century of Progress —

Chamber Urges Extension Of Car Tow-Away Plan

Following presentations by Belford Brown, Chairman of the Chamber's Traffic and Highway Committee and L. Harold Anderson of the Downtown Association before the Police Committee of the Board of Supervisors last week, the Committee approved a proposal to extend the tow-away ordinance to Market, Mission, Sutter and Stockton-Fourth Streets.

The plan is scheduled for consideration January 14 by the entire Board of Supervisors.

Brown declared the Chamber recognizes that motor vehicle usage and resultant demands for parking must be weighed against the need for efficient transit to handle peak loads, but that the tow-away extension proposal "is a reasonable one and deserves a fair trial."

"San Francisco now requires bold, forthright steps, rather than meager half-measures toward the solution of its traffic and transit problems," said Brown and Anderson to Dewey Mead, Police Committee chairman.

General Business Activity

Report by the Research Department

Trend

General business activity in San Francisco for the year 1951 will exceed any other year on record. The 11 months activity show substantial growth, with general business 13.8% above last year.

Financial transactions for the 11 months cumulative period were up 18.6% and industrial production up 10%. Retail department store sales were up 5.3%; electrical energy sales 8.8% and gas sales 8.5%; freight car movements 8.9%; Port of San Francisco revenue tonnage 7.8%; cargo ship arrivals 11.8%; air transport movements (10 months) 24% in planes and 20% in passengers. Bay Bridge and Golden Gate Bridge vehicle crossings attained new maximums for the cumulative period and exceeded last year by 4.5% and 11.2% respectively. Tourist trade has been an important factor in San Francisco this year and inquiries have been nearly one-half again as many as in the preceding year. Out-of-State travelers continued strong into November. Some 46,000 out-of-State cars carrying 113,000 passengers entered Northern California gateways in November—in addition there were some 32,800 persons entering by stages. Fruit and Vegetable receipts in San Francisco exceeded the previous year by 3% as did Dairy receipts. Livestock slaughter exceeded that of similar period last year in all groups except calves.

Employment

Employment gains in San Francisco were expected to continue through December with the total for all industries 2.5% above the October level. Greatest increases were in wholesale and retail trade, amounting to about 11%, with slight gains in manufacturing, transportation and communications and also in the Government group. At the end of November there were less than 6,000 compensable unemployment claims in San Francisco and some 19,000 in the entire San Francisco Manpower Area containing over 1,000,000 employed persons; and the continued-claims accounted for only 17% of the State total as compared to 19% for similar week a year ago. Placements in San Francisco for the 11 months amounted to 37,399, up 28.5%; commercial accounted for 9,814 and all other for 27,585.

Construction and Real Estate

Residential real estate total sales for 1951 will probably exceed \$30 million compared to \$25 million last year, based on reports from 315 members of the Multiple Listing Service of San Francisco. About 71% of the sales in November were in the \$8000-\$15,999 bracket, 13% under that bracket and 16% above. Total real estate deeds recorded during the first 11 months of 17,988 were 10.9% below last year and number of mortgages 11.5%.

During the first 11 months there were 7,436 building permits issued in San Francisco amounting to \$50,802,260; of this 1,295 were new residential permits amounting to

\$14,327,609 and provided for 1,594 dwelling units. There were 168 new non-residential permits valued at \$19,610,356 and 4,966 permits for additions, alterations and repairs amounting to \$16,836,995. Under restricted credit and material regulations, the total value of new construction dropped 25% during the first 11 months with residential off 52% and non-residential 20%, but additions, alterations and repairs increased 25% with the non-residential division up 36.7%.

Trade

San Francisco retail department store sales soared to a new all-time November high and exceeded last November by 17.3%, carrying the 11 months cumulative 5% above same period last year. Federal Reserve Bank reports for the first 50 weeks of the calendar year also showed San Francisco sales up 5%; Oakland 2%; Los Angeles 1%; Twelfth Federal Reserve District 3% and the United States 3%.

Pacific Coast Wholesaler sales for the 10 months were up 11% above corresponding period last year—only the East North Central division exceeded the Pacific Coast with 12% increase; United States sales were up 9%. Pacific Coast automotive supply sales were up 19%; electrical group 14%; hardware 18%; industrial supplies 68%; jewelry 8%; lumber 8%; machinery equipment supplies 56%; plumbing and heating 32%; drugs 17%; fresh fruit and vegetables 7%; groceries 5%; meats 31%; beer 7%; wines and spirits 4%; and tobacco 5%.

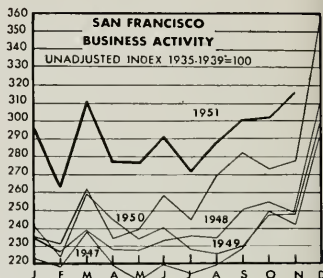
Finance

San Francisco financial transactions, measured by bank debits, for the first 11 months attained a new record of \$32,837,465,000 or \$5.1 billion above last year. Postal receipts of \$26,075,720 were up 4.3 million. Shares traded on the San Francisco Stock Exchange for the 11 months amounted to 16,730,336 shares with market value of \$214,786,336. Share volume was up 3.7 million but market value was down about \$19.3 million.

Commercial failures for the 11 months numbered 123 with liabilities of \$3,603,968 and assets of \$3,166,396.

Industry

Industrial production moved steadily forward under the National Defense program and many sizeable new plants and expansions are now under construction in this area with the result that manufacturing employment in the Bay Area at the end of October reached 187,100 compared to 177,000 a year ago. The 10 months average of 178,901 was more than 15,000 above the corresponding period a year ago. Average weekly earnings for the 10 months of \$72.75 were 10.2% above same period last year. In the non-manufacturing industries, average weekly earnings for the 10 months in the wholesale trade increased 6.6% over last year; retail trade 5.2%; hotels 5.3%; and laundry, cleaning and dyeing 5.7% above.



Transportation

All transportation groups in San Francisco showed fine improvement during the first 11 months with freight car movements of 182,158 almost 15,000 above last year. San Francisco Airport reported 84,961 planes in and out or an increase of 16,600; passengers off planes 605,858 or almost 100,000 above a year ago; air mail loaded and unloaded soared to 23,031,363 lbs. or 10,000,000 lbs. above last year; air freight of 28,909,625 lbs. was up 2.3 million lbs.

The Port of San Francisco during the first 11 months handled 6,083,177 revenue tons, an increase of 440,000 tons over same period last year. Foreign shipments accounting for 2,996,035 tons were up nearly 300,000 tons over last year and accounted for the major Port gain. Intercoastal movements accounting for 571,894 tons, a drop of 60,000 tons; Coastwise movements of 113,750 tons were 20,000 tons under same period last year. Fruit and vegetable receipts at San Francisco for the 11 months amounted to 21,300 carlots or equivalents, an increase of 3.3%. Livestock slaughtered totaled 1,513,654 head, of which cattle totaled 359,388; calves 79,147, sheep and lambs 725,977; and hogs 450,097 head.

Inter-City and Interstate Traffic

San Francisco-Oakland Bay Bridge vehicle crossings during the first 11 months totaled 27,686,079, an increase of 4.5%; and Golden Gate Bridge vehicle crossings, 9,791,521 representing an increase of 11.2%.

Tourist and Settler inquiries received by the San Francisco Chamber of Commerce during the 11 months were 41.1% above a year ago.

Utilities

The 11 months sales of electrical energy in San Francisco increased 8.8% and industrial and commercial gas sales 8.5%. Commercial and industrial water consumption increased 0.7% but residential consumption was down 1.9%.

Cost of Living

Consumers Price Index in San Francisco average for the first three quarters was 8.6% above same period last year with the September quarterly Index at 188.4 or 7.5% above same month last year.

Survey of Business Conditions in San Francisco

November, 1951

BRANCH OF ACTIVITY	NOVEMBER 1951	NOVEMBER 1950	PER CENT CHANGE	11 MONTHS 1951	11 MONTHS 1950	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY (1)						
S.F. C. of C. Index 1935-39 Avg. = 100.....	313.1	277.2	13.7	290.3	253.2	13.8
CONSTRUCTION PERMITS (2)						
Total.....(number)	608	621	-2.1	7,436	8,189	-7.2
Residential, New.....(value)	3,783,845	5,416,327	-30.1	50,802,360	68,123,677	-25.7
Dwelling Units.....(number)	50	117	-57.3	1,295	2,966	-56.4
Single-family Units, New.....(number)	550,300	1,503,872	-63.4	14,327,609	30,076,310	-52.4
Multi-family Units, New.....(number)	47	101	-53.5	1,173	3,149	-62.7
Non-Residential, New.....(value)	1,848,508	2,878,066	-35.8	19,610,354	24,621,714	-20.4
Additions, Alterations and Repairs.....(value)	1,366,977	1,034,589	32.1	16,836,395	13,429,653	25.4
Housekeeping Dwellings.....(amount)	329,533	283,626	16.2	3,970,933	3,954,338	0.2
Residential, Non-housekeeping.....(amount)	99,640	2,660	97.8	297,351	170,000	75.7
Non-residential.....(amount)	937,804	748,963	25.2	12,303,111	9,001,293	36.7
REAL ESTATE (3)						
Deeds Recorded.....(number)	1,534	1,740	-12.4	15,128	20,184	-25.3
Mortgages and Deeds of Trust.....(number)	1,334	1,307	2.1	13,647,817	17,106	-19.6
Total.....(amount)	11,488,991	23,866,220	-51.9	131,647,817	156,728,724	-16.7
RETAIL DEPT. STORE SALES (4)						
San Francisco.....(Index)	379	323	17.3	276	262	5.3
FINANCE						
Bank Deposits (4).....(\$000)	3,025,964	2,617,071	15.6	32,837,465	27,689,954	18.6
Bank Clearings (5).....(\$000)	2,366,166	1,933,312	22.4	23,006,743	19,863,022	15.9
Postal Receipts (6).....(\$)	2,721,385	2,276,557	19.5	26,075,720	21,713,648	20.1
S.F. Stock Exchange (7).....(shares traded)	1,118,532	1,142,410	-2.1	16,733,737	13,016,617	21.5
Market Value.....(\$)	14,098,582	22,450,679	-37.2	214,788,336	234,060,853	-8.3
COMMERCIAL FAILURES (8)						
Liabilities.....(number)	21	9	133.3	123	119	3.4
Assets.....(\$)	863,665	300,594	187.0	3,609,988	4,673,511	-22.9
Assets.....(\$)	476,031	169,667	180.6	3,166,356	2,982,040	6.2
MFG. INDUSTRIES—WAGE & SALARY WORKERS—						
BAY AREA (6 Counties) (9)						
Employment.....(number)	187,100(a)	177,000(a)	5.7	178,901(b)	163,869(b)	9.2
Payrolls.....(avg. wkly. earnings \$)	76,941(a)	68,521(a)	12.2	72,751(b)	66,041(b)	10.2
NON-MFG. INDUSTRIES (6 Counties) (9)						
Laundry, Cleaning, Dyeing.....(avg. wkly. earnings \$)	50,831(a)	47,761(a)	6.4	49,491(b)	46,811(b)	5.7
Wholesale Trade.....(avg. wkly. earnings \$)	73,971(a)	70,351(a)	5.1	69,531(b)	66,851(b)	3.9
Retail Trade.....(avg. wkly. earnings \$)	56,901(a)	55,211(a)	3.1	56,281(b)	53,801(b)	4.6
Hotels.....(avg. wkly. earnings \$)	43,111(a)	40,991(a)	5.2	43,351(b)	41,161(b)	5.3
PLACEMENTS IN S.F. (10)						
Commercial.....(number)	752	879	-15.2	37,499	29,183	28.5
All Other.....(number)	2,373	2,808	-15.5	27,585	20,751	32.9
TRANSPORTATION						
Freight Car Movements (11).....(number)	15,631	16,457	-5.6	182,158	167,302	8.9
S.F. Airport Traffic (12).....(number)	9,703(a)	7,103(a)	36.6	84,961(b)	68,369(b)	24.3
Planes In and Out.....(number)	67,946(a)	58,311(a)	15.3	605,858(b)	506,896(b)	19.5
Passengers Off.....(number)	67,946(a)	58,311(a)	15.3	605,858(b)	506,896(b)	19.5
Passengers On.....(number)	66,561(a)	56,316(a)	16.1	601,539(b)	499,386(b)	20.5
Air Mail Loaded and Unloaded (12).....(lbs.)	2,795,163(a)	1,627,567(a)	70.7	23,031,363(b)	13,039,317(b)	76.6
Air Express Loaded and Unloaded (12).....(lbs.)	539,104(a)	753,186(a)	-31.1	5,677,275(b)	6,101,387(b)	-7.0
Air Freight Loaded and Unloaded (12).....(lbs.)	3,234,945(a)	3,377,946(a)	-4.1	28,909,625(b)	26,634,467(b)	8.5
Express Shipments (13) Rail.....(number)	123,540	137,470	-10.1	1,381,965	1,381,965	0.0
Express Shipments (13) Air.....(number)	13,710	17,198	-20.3	154,633	157,113	-1.7
PORT OF SAN FRANCISCO (14)						
Total.....(revenue tons)	576,522	522,659	10.3	6,083,177	5,643,318	7.8
Coastwise.....(revenue tons)	9,102	11,009	-17.3	113,750	132,636	-14.2
Intercoastal.....(revenue tons)	53,574	62,291	-14.1	571,894	634,363	-9.9
Foreign.....(revenue tons)	295,631	237,568	24.4	2,988,005	2,867,133	25.0
CARGO VESSELS (S.F. Bay) (15)						
Arrivals.....(number)	365	349	4.6	4,002	3,624	11.8
Departures.....(number)	367	345	6.4	4,099	3,635	12.8
UTILITIES						
Electric Energy Sales Index (16).....(k.w. hours)	246	233	5.6	235	216	8.8
Industrial and Commercial Gas Sales (16).....(cu. ft.)	1,206,685,400	1,086,738,300	11.0	13,759,505,000	12,696,595,000	9.1
Water Consumption—Residential (17).....(cu. ft.)	108,793,000	111,564,000	-2.5	1,192,814,000	1,216,292,000	-1.9
Commercial and Industrial.....(cu. ft.)	152,849,000	157,790,000	-3.1	1,708,355,000	1,696,524,000	0.7
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (1).....(number)	620	291	113.1	10,091	7,087	41.1
Bay Bridge Vehicle Crossings (18).....(number)	2,379,452	2,400,821	-7.4	27,696,079	26,387,146	4.5
Golden Gate Bridge Vehicle Crossings (19).....(number)	826,363	740,154	11.6	9,791,521	8,807,497	11.2
DAIRY RECEIPTS (20)						
Butter.....(lbs.)	1,495,862	2,380,914	-37.2	26,683,283	25,203,693	3.4
Cheese.....(lbs.)	1,717,163	1,445,638	18.8	17,013,744	16,934,831	0.5
Eggs.....(cases)	84,739	89,296	-5.0	1,017,365	925,002	10.2
Poultry, Dressed.....(lbs.)	3,380,601	3,530,921	-3.8	36,998,298	37,127,244	-0.3
Fruits and Vegetables (20).....(carlots)	1,877	1,877	0.0	21,300	20,614	3.3
LIVESTOCK SLAUGHTER (20)						
Cattle.....(total number)	137,018	138,471	-1.0	1,513,654	1,622,974	-6.7
Calves.....(number)	34,611	39,563	-13.2	359,388	346,223	3.8
Sheep and Lambs.....(number)	6,616	7,298	-10.6	79,147	109,653	-27.8
Hogs.....(number)	68,228	61,273	11.4	725,974	723,004	0.4
Pigs.....(number)	47,953	40,273	19.1	450,057	444,411	1.3
S.F. LIVING COSTS (21) 1935-39 Avg. = 100						
Food.....(Index)	224.8(e)	214.3(e)	9.8	227.8(d)	211.9(d)	12.2
Apparel.....(Index)	202.7(f)	184.9(f)	9.6	201.1(d)	182.5(d)	10.2
Rent.....(Index)	134.2(g)	123.5(g)	8.7	133.1(d)	123.3(d)	8.1
Fuel, Electricity and Ice.....(Index)	92.1(c)	85.8(c)	6.5	92.1(d)	85.8(d)	7.1
House Furnishings.....(Index)	180.0(h)	169.7(h)	6.6	180.7(d)	169.2(d)	11.4
Miscellaneous.....(Index)	175.3(i)	167.7(i)	4.5	174.4(d)	166.6(d)	4.7
All Items.....(Index)	188.4(j)	175.3(j)	7.5	188.5(d)	173.5(d)	8.6

(*) New Series: (a) October latest available; (b) 10 months cumulative; (c) September latest available; (d) March-June-September quarterly average.

Acknowledgment of Basic Data Sources: (1) Research Department, San Francisco Chamber of Commerce; (2) Central Permit Bureau of San Francisco; (3) California Pacific Title Insurance Co.; (4) Research Department, Federal Reserve Bank of San Francisco; (5) The San Francisco Clearing House; (6) San Francisco Postmaster; (7) San Francisco Stock Exchange; (8) Dun & Bradstreet, Inc.; (9) Division of Labor Statistics & Research, State of California; (10) State Department of Finance; (11) Pacific Air Demurrage Bureau; (12) San Francisco Airport, City and County of San Francisco; (13) Railway Express Agency; (14) State Board of Harbor Commissioners; (15) Marine Exchange, Inc.; (16) Pacific Gas & Electric Co.; (17) Water Department, City and County of San Francisco; (18) San Francisco-Oakland Bay Bridge; (19) Golden Gate Bridge District; (20) Federal-State Market News Service; (21) Bureau of Labor Statistics, U. S. Department of Labor.

RESEARCH DEPARTMENT, SAN FRANCISCO CHAMBER OF COMMERCE

Heads Rosenberg Bros.



ROLAND TOGNAZZINI (above) last week was elected president of Rosenberg Bros. & Co., Inc., world's largest independent processor and distributor of dried fruits, nuts and rice. Former San Francisco Chamber vice president, Tognazzini is president of Union Sugar Co. of California, Union Sugar Co., San Francisco, and Kern Mines, Inc. Rosenberg Bros. & Co. has headquarters in San Francisco and operates plants, warehouses, receiving stations and offices here and elsewhere throughout California and in Oregon.

Court Supports Employers In Wage Data Confidence

"We feel that the Supreme Court's decision in regard to the confidentiality of salary figures reported by private firms will constitute an outstanding precedent in the future, protecting information given by private persons in official confidence," wrote John H. Riordan of Knight, Boland and Riordan, to Chamber General Manager G. L. Fox this week.

Riordan's firm represented fifty San Francisco employers in a suit against the Superior Court which culminated last week in a decision by the State Supreme Court that:

"... where information is necessarily solicited by public officers under a pledge of official confidence and given by private employers or others under such a pledge, such information is privileged against disclosure."

The Chamber had cooperated in the proceedings.

An excerpt quoted by Riordan from the opinion declared that confidential information of nearly 200 private employers are in the record, and that "disclosure would foment public disturbance and unrest in industrial employment relations and would interfere with the competitive activities of the employers in private industry."

Participating in the suit on the side of the employers was the legal firm of Sullivan, Roche, Johnson and Farragher.

HITTING THE HIGH SPOTS with Walt Brown

The Shosta Water Company, established in 1889, is now in the process of constructing a new \$250,000 plant at 1555 Bancroft Ave. in S. F., expected to be completed and operating before March 1. Wm. A. Suzick, Jr., is Shosta's president and Adrien J. O'Connor is vice pres. and gen. mgr. A large merchandising and advertising campaign will also be put under way soon . . . **Complete training** in all the latest techniques of civil defense, for protection of personnel and property in the West's great industrial plants, is available without charge to plant protection engineers at the Western Training School of the Federal Civil Defense Administration at St. Mary's College, according to Dr. John R. Nichols, director of the school. Further information may be secured from Adm. A. G. Cook, director of the S.F. Disaster Council and Corps . . . **Railway Express Agency**, which employs 520 people in the Bay Area, will hold a meeting at the Palace Hotel, Jan. 3, to discuss increased business for 1952 and to review operating methods to maintain the service at highest efficiency. A. L. Hammel, president

of the agency, will speak on opportunities ahead, particularly in view of the new weight and size regulations on parcel post shipments . . . **These new parcel post restrictions**, by the way, set 72" maximum in girth and length combined and a weight limit of 40 pounds in the 1st and 2nd zones and 20 pounds in the 3rd to 8th zones, when mailed from a 1st class post office for delivery to any other 1st class post office. Restrictions do not apply if delivery is to be made at any 2nd, 3rd or 4th class post office . . . **Exporters should immediately begin** using the newly established Schedule B code numbers in applying for export licenses. Copies of the new schedule are obtainable from the Dept. of Commerce S.F. office in the Flood Bldg. . . **San Franciscans** this week were viewing a modern-display engineering exhibit at the Elmont Hotel sponsored by the Chrysler Corp. and titled "New Worlds in Engineering." The exhibit features cut-away and operating displays of the features now found in automobiles manufactured by Chrysler.



JUDGES for the Chamber's Districts Christmas Decorations Contest who last week braved the elements (it was raining hard) to tour the 22 districts competing in the annual award race are shown above as they started out, hats and maps in hand. Left to right, they are Robert Gros, P. G. & E., chairman; Mrs. Frank Kilby, president, Women's Chamber of Commerce; Robert Bianchi, Podesta & Baldocchi; Charles Rosenthal, and Judge Alden Ames.

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